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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { NO. 10 SPRUCE STREET, NEW YORK.  
{ NO. 138 FLEET STREET, E. C., LONDON.

VOL. VI.

NEW YORK, JUNE 1, 1892.

NO. 22.

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## Miscellanies.

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IN FRONT OF THE LAFAYETTE MONUMENT.

Isaac—I dell you, Heinrich, dot Lafayette been a great mans for dese country.

Heinrich—Yes; but dink ohf der adwerdisements he got free und missed it all py not peim' in der gloding peessness—nicht wahr?—*Judge.*

The One Thing Needful.—Great Politician: What must I do to gain the unanimous applause of the press?

Great Head—Die.—*Chicago Blade.*

One of the best things a young writer can do is to write verse, but there is no obligation to read it to his friends or send it to a magazine for publication.—*Great Divide.*

An Unwarranted Assumption.—Editor (to humorist): Do you expect pay for this joke?

Humorist—Certainly. You didn't think I was in the funny business for fun, did you?—*Paterson Pencilings.*

His Brilliancy.—Editor: You don't seem bright to-day.

Paragraph Serf—That is because you do not look at me from the proper point of view. Look at my back and see the shine on my coat.—*Town Topics.*

Personal.—Green Goods—Will the Confidence Man who noticed Young Man from South Hohokus, on the Bowery, wearing hayseeds in his hair, please grant interview and appoint place of meeting? Confidences returned, if desired. GRIPSACK.—*Puck.*

"There is such a thing as carrying a joke too far," remarked Funnicus, after he had visited a dozen newspaper offices, at all of which his joke had been declined.—*Yonkers Statesman.*

"There may be plenty of money in circulation," said the country editor, pensively, as he looked over the financial news; "but what are you going to do if you have no circulation?"—*Puck.*

Spacer—I believe that if Shakespeare were alive at the present time and trying to live by his pen in New York, the comic papers would reject many of his best jokes.

Paragraphic Serf—I know it. I have tried 'em all.—*Life.*

In a certain cemetery, which shall be nameless, there is a gravestone with this inscription:

"Mr. Charles Fiest will repose here; at present he is still alive and carrying on the shoemaking business at 41,144 Larrabee street."—*The Tub.*

A Word of Encouragement.—Mr. Emerson Bean: O yes, I've written poetry, of course, but I never have tried to have any of it published.

Miss Waldonia Hubb—Now, why don't you send it to some of the magazines. I've seen some frightful stuff in them lately.—*Ex.*

"I'm looking for one of your reporters," said the man as he came into the local room, "and I cannot recall his name."

"What's he like?" asked the city editor.

"Short."

"Oh, reporters are always short; you must be more explicit."—*Philadelphia Record.*

Unpardonable.—"My wife has sent me around to thrash the society editor," he announced, as he entered the editorial rooms.

"What's the trouble?" asked the chief.

"In writing up her dinner and ball last night, he neglected to call it a function. That calls for blood. Let me get my hands on the villain!"—*Puck.*

A Wicked Suggestion.—Reporter: If you will allow me to have the sermon which you are to deliver on Sunday, I will copy it and print it in Monday's paper.

The Rev. De Goode—I cannot allow my sermon to go out of my hands. If you will come to church on Sunday, you can hear it and take notes.

Reporter (with dignity)—I do not work on Sundays, sir.—*N. Y. Weekly.*

# Six Hundred Dollars.

The advertising can be had now and payment need not be made till December.

## For Advertising

to run during the next three months, we offer to insert copy measuring one inch or more at the net rate of \$600 per inch for the thirteen weeks, and accept from responsible advertisers notes due December first, 1892, in payment.

This Refers to the

## Atlantic Coast List

Of 1400 Local Papers,

which reach weekly one-sixth the reading population of the United States outside of large cities.

One Electrotpe,

One Order accomplishes It.

**ATLANTIC COAST LISTS,**  
134 Leonard St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. VI.

NEW YORK, JUNE 1, 1892.

No. 22.

## CHANNELS OF ADVERTISING.

*By W. O. Stoddard.*

There is no Hindu "caste" in America, nor have we the cast-iron social distinctions of Europe; but we have developed something which bears a business resemblance to them, so far as newspaper advertising is concerned. The very vastness of the country, the number of its great cities acting as so many centers of trade and population, with other obvious causes, have fostered a kind of narrow localism which would be sectionalism and dangerous if each section were not itself so thoroughly cut up.

There is really less of sectionalism, politically, year after year. There is but little difficulty in overcoming mere localism by the use of the local prints, which are everywhere very much alike; but there is another and increasingly difficult feature to be dealt with, and it may be described as stratification.

People living next door to each other in the city of New York, and going to the same church on Sunday, may yet live in different worlds. They read different newspapers and other periodicals; they think different thoughts; they acquire different kinds of information. They do not know nor care for the same men or things, and this is true of the most intelligent as well as of the most ignorant. We are all becoming specialists, and a perception of the nature of our specialties has become a most important element in both the science and the art of advertising. A man or a thing may be perfectly advertised throughout one of these human strata, and he or it may be even celebrated in a certain social department, yet utterly unknown in another.

A very prominent European writer and scientist—a standard authority, a man of learning, honored by other men of learning—was awhile ago led in upon the floor of Congress by an American gentleman of distinction who

was proud to introduce so bright a star. He did the introducing gracefully and successfully, but he afterward confessed to a friend the delight he experienced in finding at last one well posted statesman who did not have to whisper, in one form or another:

"Who is he?"

"What has he done?"

"Is there anything in him?"

All the fame of that distinguished stranger—that is, all the advertising ever done for him—had circulated, however, freely, among a set to which only a few of these very excellent gentlemen belonged.

On the other hand, quite recently, in a social assembly of scientific experts, a name was mentioned by one speaker, with some emphasis, but was received with little more than vacant looks of inquiry, followed by:

"Seems to me I've heard of him.

Who is he?"

"Who is he? Why, he has been Governor, Senator—they talk of him as a probable candidate for the Presidency. Has vast influence. Known all over the country. Very able man"—

"You don't say. Why, yes, I've seen his name in the papers. But then, you know, I never read politics. Hate 'em!"

The possible chief magistrate of the United States mentioned was as unknown to most of those scientific specialists—or more so—than was once another statesman to sundry Whig editors who sneeringly inquired, upon his nomination: "Who is James K. Polk?" as if he had neither been Speaker of the House nor Chairman of the Committee of Ways and Means.

At a later day there came to pass a nomination of a man who had not been Speaker or Chairman, but who during many years had been the leader of his party in the House, after a brilliant career in the army. Well known as he was to a large part of the convention that nominated him, it was at once perceived by the astute managers

of his party that James A. Garfield's was a stranger name to a vast mass of the men who were expected to vote for him. There was a consultation and a wise decision.

"Newspaper work is all very well, but it won't do. He must go around the country and show himself, and speak. Splendid-looking fellow! If the boys can see him, or hear him, they will vote for him."

Then followed the first great Presidential stump campaign in American political history. Other candidates had indeed "spoken," more or less, but not in this fashion, and neither of them had been precisely Garfield, and one or two had better not have spoken. The great stratum in which the General was already known did not need it, but he was fully advertised in all the others and he was elected. It was not a good example to be followed by smaller men under like circumstances, but it was a fine specimen of both the science and the art.

There was an even more striking victory over localism gained at an earlier day. Through many years Abraham Lincoln had been the unquestioned leader of the Whig party—the minority party—in Illinois, but had hardly been heard of outside of that State. His brilliant debates with Douglas gained him a wider fame and made him a possible choice of the then brand-new Republican party as its candidate, Mr. Seward being its apparent first choice, with Mr. Chase a very fair second, and others perhaps as yet ahead of Lincoln. There were New York politicians jealous of Seward, or doubtful of his availability, who said among themselves:

"Lincoln might do, but nobody out this way really knows him. He has never been advertised in the East. We must manage to make him show himself in New York. How can it be done?"

They devised a grand gathering in Cooper Institute and brought Mr. Lincoln on from Illinois to deliver a lecture. When he had finished that speech before the vast throng gathered to hear it, and when the papers had added their commentaries, he was fully advertised in the East. New York felt that it knew him, and so did New England.

In business matters our localism is denser and our stratification is even more complete. The constituency of

one journal or class of journals is as distinct from that of another, often, as are the habitual readers of the *Staats Zeitung*, for instance, and the *Christian Union*. The channels to various classes of minds and ways of living are a subtle study for the keenest and most practiced expert. As for the art of profiting by the knowledge so gained, it may partake of what is called genius. It calls for a high order of skill. At all events, not many of the distinguished New Yorkers on the Cooper Institute platform, that evening, believed they were there for the distinct, pre-arranged purpose of advertising a Presidential candidate.

### A SUGGESTION PROFFERED TO ADVERTISING MANAGERS.

By W. D. Showalter.

#### PROPOSITION.

Any interesting or novel means of showing to your advertisers that your readers read their advertisements; any ingenious method of compelling the attention of the readers to the advertising pages and fostering in them the habit of studying the advertisements with as much relish as they do the favorite reading features—such methods, such means, should interest you, as advertising manager of a big Sunday newspaper. I offer the following suggestion right along this line—as one way to add a certain novelty and charm to your wide wastes of advertising pages.

#### THE SUGGESTION.

Early Saturday evening, from the proofs of advertisements of the Sunday issue that are already complete, clip odd and curious little corners, pieces of display letters, illustrations, etc., in no case clipping so large a piece as to reveal too readily the identity of the advertisement from which it is taken. Aim to clip from at least two or three advertisements that will appear on each page in the make-up. Paste these little scraps on a sheet of white paper, in a hurlly-burly group, and photo-engrave the group just as it is, natural size, making the effect of a sort of "advertising crazy quilt." In connection with this cut, which print in the same issue in which all of the originals of the advertisements appear, offer some sort of interesting prizes—of books, cash, etc.—for a certain number of first and best efforts made by readers in placing

each of the little pieces composing the group. It might be as well to print a little coupon blank form, with handy space for re-pasting the little pieces clipped from the group by the reader, and writing on the line opposite the clipping the name of the advertiser to whose advertisement the clipping belongs, the page, column, etc.

#### THE EFFECT.

The average reader will have to systematically study the advertising columns of the entire issue in order to work out a solution of the matter and get a correct list of the identities of the little mavericks. As the exercise is to be done on Sunday, the great majority of readers of Sunday papers will welcome it as a diversion and a time-killer, with prospects of remuneration for their researches. The same researches will, in most cases, show to the casual reader that there is a mine of interest and entertainment and information in the advertising pages which he never before suspected, and the result is, probably, many new accessions to the sect of "Habitual Readers of Advertisements."

#### WILL THE PEOPLE TAKE AN INTEREST IN SUCH A CONTEST?

Yes; an average of ten per cent of your entire number of readers will enter the contest, if your prizes are at all attractive. I speak with some knowledge of the matter. A couple of years ago the *Chicago Herald* paid about one hundred dollars in cash for a suggestion along this same line—aiming at the same object with slightly different means. Mr. Scott had some misgivings as to whether the people would bother with such a tedious thing. He tried it, however, and all day Sunday the *Herald* office was besieged by a small mob of contestants. By noon nearly ten thousand readers had personally submitted *correct* solutions of what he called "The Advertisers' Puzzle." The contest was a big success, and was the talk of not only journalistic but of about all other circles in Chicago. The *Herald* printed some few pages of solid nonpareil names of contestants, everyone a person who had proven the fact that he or she had studied the advertisements of the *Herald*, at least on that particular Sunday.

The suggestion herewith presented is a more novel one than the *Herald's* successful one. I ought to know, for I originated both.

#### WINDOW ADVERTISING.

By Charles C. Otis.

In a late number of *PRINTERS' INK* some one said, in an article on window displays: "It is not at all necessary that the display should be merchandise; in fact, the most attractive window exhibits I ever saw had nothing in them to indicate the nature of the business of the establishment."

This does not seem to me to be good advertising. It may, to a certain extent, advertise the store, and thus indirectly the goods to be sold, but an attractive display of merchandise "hits the nail on the head" and advertises what you have to sell. I believe it is conceded by most advertisers of retail stores that a card in the paper with simply the name and business, while not entirely useless, is of little worth when compared with an attractive advertisement which tells the people something about the articles you have to sell.

A coop of chickens in a show window is, in its effect, about the same as a large card in the paper. People will look at it, but after all it is nothing but a chicken coop. It suggests to the possible customer no want that the store can supply. I believe show windows to be too valuable to be used for any displays which do not directly advertise the goods to be sold. By all means let the window be attractive, but let it contain nothing but what pertains to the business of the house.

At one time, when a soldiers' monument was unveiled in Buffalo, we had in our window a model of the monument constructed entirely of lead pencils (our business is books and stationery). It attracted a great deal of attention and without doubt sold a large amount of stationery. A model of the monument made of wood or other material, with the floor of the window covered with sod, would have made a more beautiful window, but it would not have been as effective as an advertisement. Goods of any kind, if properly displayed, will attract attention.

For a holiday window we had a small house covered with ribbon-tied booklets. A figure of St. Nicholas coming out of the chimney was the only thing in the window that did not come out of our own stock. The number of people who came in to get a booklet "like the one on the door," or "like

the one on the corner of the roof," etc., showed me that the window display accomplished the aim of all advertising—it sold the goods. Now, a much more elaborate house could have been built of wood. It would have been certain to attract as much attention, but the effect produced would not have been the same.

Another point I believe in thoroughly is, that it is always best to make the window display entirely of one article. No matter how common the article displayed, such a window will always attract attention if well arranged. I have found that a window which contains a large number of copies of one book always creates a good sale for that book, when a really handsome display of many different books will not result in a single sale.

The aim of many window dressers seems to be to make as beautiful and artistic a window as possible. I believe the great object should be to show the goods to the best advantage, and in doing so make the window attractive, but never to sacrifice the display of merchandise to gain an artistic effect. I am not a professional window dresser. These few ideas are the result of my experience, not in window dressing, but in selling goods.

### THE POST-OFFICE A BUSINESS ENTERPRISE.

*By H. G. Barnum.*

Postal telegraphy and government control of the telegraph are institutions having an actual existence in some foreign countries. In the United States they have been the subject of occasional speculation and argument, but at present the Post-Office is our only great government monopoly. One of the chief objections made to having the railroad and telegraph systems pass into the hands of the government—to the exclusion of all private enterprise—has been that such gigantic monopolies might prove the means of great oppression if the course of politics should bring them under dishonest or incompetent management. That this precise objection can be proved against our present Post-Office Department in some of its branches is a matter of record.

All mail matter is divided in four classes, each charged for at a separate rate, varying from two cents an ounce to a cent a pound. It is readily seen

that an official decision changing matter from one to another of these classifications might become of great importance to the party involved. The laws governing these classifications, therefore, should have been made so definite as to anticipate the possibility of official blundering. In practice it is found that there is little complaint as to improper classification of mail matter, except as between the second and third classes. Briefly stated, the second class, charged at the rate of one cent a pound, is limited to periodical publications, while the third-class includes circulars, books and other printed matter not entitled to come under the former designation. Ever since the law has been formed there has been a constant effort to secure for third-class matter the special privileges intended only for regular publications. Thus we now find innumerable paper-bound books, called "libraries," numbered consecutively in the style of newspapers, going at second-class rates. Also there are a considerable number of circulars issued by business houses which have been given periodical form and enjoy the same privileges. One of the most notorious of these cases is a monthly publication issued by our Postmaster-General and called *Book News*. It passes freely through the mails at a cent a pound, although it is little more than a circular for the book department of Mr. Wanamaker's store. It is almost wholly devoted to short laudatory notices of books, followed by the price at which each can be had by mail.

On the other hand, worthy publications are constantly being interfered with by the Post-Office officials. A business rival, or personal enemy of, a publisher brings before the Post-Office Department the charge that his paper is not entitled to second-class rates. The Third Assistant Postmaster-General may then issue an order denying the low rates to the accused paper. There is no hearing in the case, the action being entirely arbitrary, and the publisher being required to pay third-class rates (just eight times as high as second-class) before he has a chance to put in a plea. This might prove very irksome to a publisher with small capital; in fact, there are not a few cases on record where such action has summarily killed a worthy publication. A conspicuous case of a highly respectable paper being temporarily embarrassed was that of a bright weekly

journal called *Chatter*, established by Julian Ralph, a well-known journalist, for many years connected with the *New York Sun*, and a frequent contributor to Harper's publications. He relates his experience as follows:

Mr. Wanamaker stepped in. He had discovered that every copy mentioned the name of an insurance company in connection with a scheme I had for insuring all readers of the paper against accident. That mention was made on the front cover, and in among the advertising pages was an advertisement of the same company, published in pursuance of an agreement that was under consideration between that company and the paper, by which agreement the company was to take partial payment in advertising for the risks it assumed. No person in that insurance company owned a penny's worth of interest in my paper, but Mr. Wanamaker declared the paper to be an advertising medium for the insurance company.

The matter was righted in the end, it is true; but Mr. Ralph was compelled to make a trip to Washington, exert private influence and was put to considerable annoyance. If the officials had happened to be obstinate as well as stupid the case might have had a different ending.

Another case to which this very contingency appears to apply is that of PRINTERS' INK. The publisher was interested in an advertising agency which the publication was alleged to advertise. Notwithstanding the high rank of the paper as a journalistic enterprise, and the fact that it had become a more valuable property than the advertising agency itself, it was ruled out. The Post-Office Department was sharply criticized for its unreasonable action by friendly publications, and this appears to have greatly angered the sensitive head of the Department. Instead of permitting the legal adviser of the Department to settle the case on its legal merits, which is the usual mode of procedure, he takes it into his own hands and gratifies his personal resentment by extorting postage at the excessive rate until he has compelled the offending publisher to pay something more than \$9,000 (up to the present time, and much more in prospect).

To prevent such abuses in the future, there should be some fundamental change in the law. As it now stands, one of the chief requisites to entitle a publication to entrance at second-class rates is that it shall have "a legitimate list of subscribers." This is a phrase of which many interpretations are possible. For example, suppose a person pays to have a paper sent to a number of his friends, can these be considered

"legitimate subscribers?" Undoubtedly they must, for there is probably not a publication of any consequence but has subscriptions on this basis. The law also prohibits publications furnished "at nominal rates;" yet no one has ever been able to determine how small a price shall be considered "nominal." The official organ of the Post-Office Department, for instance, is sold for a cent, and yet receives the benefit of second-class rates. Perhaps the kernel of the matter is that the Post-Office, under the existing laws, has no right to question the legitimacy of any subscriber who regularly accepts the paper and takes it from the office. To go back of this is an unwarrantable interference with private business. The Post-Office should be conducted as a business enterprise and not as an arbitrary inquisitorial bureau. If the handling of the mails was under private control we would not behold these frequent and absurd attempts to inquire into the exact relations existing between business men and their patrons.

What is the remedy? Under the circumstances the best thing to be done would seem to be a merging of the second and third-class of postal matter. Make a uniform rate for all printed matter, irrespective of character. When one looks closely at the subject there appears to be no good reason for the present discrimination in favor of newspapers. The measure was probably passed in the first place with the idea of currying favor with the press. It was placed upon the nominal ground of encouraging education. But newspapers are no more educational in their tendency than books—probably not so much so. The best of current literature eventually gets in book form, so the difference in charge is really based upon form, and not upon the educational pretext usually assigned. Now, supposing again that the Post-Office were run by a private concern, it would be just as glad to handle book as newspaper matter, and would find one class as cheap as the other. Why, then, should our present Post-Office make any discrimination? Laws that tax the Bible eight times as much for conveyance as the *Police Gazette* are certainly out of joint.

Many people are prejudiced against circulars, but there is really no reason for Post-Office discrimination against them. Circulars and catalogues have been aptly termed the "tonic of trade,"

and their effect is to increase the amount of letter matter, which pays a good profit to the Department.

Of course the effect of merging the second and third classes of mail matter will be to raise the postage on newspapers, probably not to any great extent, but still enough to be felt. One of the first thoughts is that such a measure would meet with strong opposition from newspapers. Further investigation tends to show, however, that it would really be of benefit to the most deserving papers. Under the present fostering Post-Office laws, this country supports a greater number of papers in proportion to the population than any foreign country. It being so easy to put a paper in circulation, all sorts of journalistic hangers-on have arisen which divide with the really meritorious papers the advertising patronage of the country. But good papers would find a slightly increased postage rate a thing that would soon adjust itself, and would prove in the end really a measure of protection. The small cost at which circulars and the like could be sent through the mails would not interfere with advertising in legitimate papers. The latter have something to offer the advertising public that is to be had in no other way. The paper that is bought and paid for is carried home and carefully read along with the advertisements it contains. But the circular is a sort of advertising outcast, good only to meet some specific purpose to which the newspaper is not adapted.

But the great advantage of this proposed change in the law is that it would effectively serve the ends of even-handed justice. There would be no more unfair discriminations—one way or the other—and the attaches of the Post-Office Department would not be required to act as so many press censors with limited powers. There is a good logical reason for making a distinction between the postage rate of written and printed matter. Letters are supposed to be a more valuable class of matter, and are treated with greater care than a printed sheet. Besides, the man who posts a letter is in the nature of a retail buyer, while he who posts a thousand papers or circulars is a wholesale dealer, and a business house—which our Post-Office ought to be—always makes a distinction in favor of the wholesale buyer. Bringing the second and third classes

of matter under a common rate would leave our postal laws in a clear, intelligible condition. That nation is best governed which is governed least; and the simpler our official machinery the less chance there is of its getting out of order.

#### EDITORIAL CONVENTIONS WILL CONSIDER THE CASE.

The publishers of PRINTERS' INK recently took occasion to communicate with officers of Press Associations in various parts of the country, inviting attention to the Post-Office outrage upon PRINTERS' INK, and asking an opinion upon the subject.

In reply they have been favored with many expressions of good will, and strong protests against the unwarranted attempt on the part of the Post-Office to destroy so legitimate and deserving an enterprise.

The following are a few dignified examples of such of these communications as have come to hand:

*From the Ex-President of the Editorial Association of New Jersey.*

OFFICE OF ORANGE CHRONICLE, {  
May 12, 1892. }

I have given some attention to the subject, and am free to say, unofficially, but with entire candor, that the aspect of the case of PRINTERS' INK vs. the U. S. postal authorities is that of persecution actuated by unmanly vindictiveness upon the part of the latter. The rights of PRINTERS' INK to use of the mails as second-class matter are as clear as a bell. You can count upon my support.

FRANK W. BALDWIN.

*From the Treasurer of the S. C. Press Association.*

OFFICE OF DEUTSCHE ZEITUNG, {  
CHARLESTON, May 13, 1892. }

I think it is abominable to exclude PRINTERS' INK from the mails as second-class matter, and why the Postmaster-General rules that way is incomprehensible.

F. MELCHERS.

*From the Treasurer of the Missouri Press Association.*

OFFICE OF SCHOOL AND HOME, {  
ST. LOUIS, May 13, 1892. }

Speaking for myself, either as a publisher or as the Treasurer of the Association (but without in the latter case assuming to represent the members unwarrantably), I endorse the language of the action taken by the Delaware County (N. Y.) Press Association.

The next meeting of the Missouri Press Association will be held August 24, 1892, probably at Pertle Springs (Warrensburg), Mo. I think an intelligent presentation of your case to our Association at date suggested will be of great value to both the Post-Office Department and PRINTERS' INK. I look upon your paper as a legitimate one.

WM. L. THOMAS.

*From the Vice President of the Editorial Association of New Jersey.*

OFFICE OF EAST ORANGE GAZETTE, {  
May 14, 1892. }

To my mind the whole trouble seems to lie in the mental or moral obtuseness of the Post-Office officials, who are unable to distinguish between a paper published primarily for advertising purposes and one published in the interest of advertising as a profession. Probably your sub-title, "A Journal for Advertisers," has wrought this confusion, and the P. O. officials aforesaid imagine that the advertisers referred to are exclusively those whose announcements appear in PRINTERS' INK. The average newspaper publisher knows how important a part "advertising" plays in the successful conduct of his business, and entire candor would compel the majority to admit that, from a business standpoint, their paper was "issued primarily for advertising purposes." PRINTERS' INK's proportion of advertising to reading matter is certainly no greater than may be noted in thousands of publications that are admitted to second-class mail privileges without question, and I believe that you would be certain to defeat the Department on an appeal to the courts.

CHAS. STARR.

*From a Member of the Executive Committee of the Ohio Editorial Association.*

OFFICE OF THE COURIER COMPANY, {  
ZANESVILLE, May 14, 1892. }

I can only say that if the Postmaster-General is supported by law in his position as to the admission of PRINTERS' INK to the mails as second-class matter, the law should be speedily changed by Congress. PRINTERS' INK is a most valuable publication, and merits the phenomenal success which has attended its history. Every live publisher, advertiser and business man needs PRINTERS' INK.

R. B. BROWN.

*From the Vice President of the New York Press Association.*

OFFICE OF TROY DAILY TIMES, {  
May 13, 1892. }

I believe this matter is not only one that could be considered with perfect propriety, but one that should be considered by the Association at its next annual meeting, for it is a subject that vitally interests all editors and publishers.

Even if you do not place it before the Association by communication, or in person, the subject will doubtless come up as a matter of discussion in the regular course of business and interchange of views. WM. B. WILSON.

*From the Ex-President of the Inland Daily Press Association.*

OFFICE OF DAILY AND WEEKLY JOURNAL, {  
RACINE, Wis., May 13, 1892. }

I shall mention the fact at the next meeting, anyway.

F. W. STARBUCK.

*From the Treasurer of the Illinois Press Association.*

GREENVILLE, Ill., May 13, 1892.

I shall be slow to believe Wanamaker does any one a wrong. He, no doubt, makes mistakes.

GEO. M. TATHAM.

*From a Member of the Executive Committee of the Hocking and Ohio Valley Association.*

THE HOCKING SENTINEL, {  
LOGAN, O., May 13, 1892. }

I have heretofore in *Sentinel* expressed

my views touching the action of the Post-Office Department in case of PRINTERS' INK.

It is one of my most valuable exchanges. Indeed, taking my office force, it is the one exchange most esteemed. All want it. In every issue is something of interest and benefit to some one, from devil up or down.

The summer meeting of the Hocking and Ohio Valley Association is not yet called. I will most certainly see to it that the matter is considered at next meeting.

LEWIS GREEN.

*From the Auditor of the Massachusetts Press Association.*

OFFICE OF LOWELL MORNING TIMES }  
AND EVENING STAR, {  
May 13, 1892. }

I have been a reader of PRINTERS' INK from the time it started, and believe it to be of great interest to every intelligent advertiser, as well as to publishers, and invaluable to the "young men" who have ambition to publish papers of their own some day. Mr. Wanamaker's ruling in excluding this publication from the privileges of second-class mail matter appears to be entirely unwarranted. If PRINTERS' INK is excluded, so ought every trade and class publication to be.

GEO. A. HANSCOM.

*From the President of the Arkansas Press Association.*

I will in my address call attention to the case before the Association of Arkansas.

GEO. THORNBURGH,  
President Arkansas Press Association.

*From the President of the Northwest Kansas Editorial Association.*

OFFICE OF TIMES, {  
CLAY CENTRE, May 14, 1892. }

I have been noticing the trouble your firm has been having with the Postmaster-General concerning PRINTERS' INK, and as a matter of course my sympathies were all with you. I regard the paper (PRINTERS' INK) as a legitimate institution, and as much entitled to the use of the mails unrestricted as any other periodical devoted to the interests of any one class of business. It is to all intents and purposes a trade journal, and should not be ground down with technicalities.

The date for the annual meeting of our Association has not been determined upon as yet. Probably it will be in July or August. If I can serve you will be glad to do so.

D. A. VALENTINE.

*From a Member of the Executive Committee of Maryland Democratic Editors.*

OFFICE OF SUN, {  
BALTIMORE, May 15, 1892. }

The action of the Post-Office Department concerning PRINTERS' INK seems to me to be unjust. It is a most valuable publication, and no more of an advertising sheet than other newspapers. If you wish me to do so, I shall take pleasure in bringing the matter before our editorial association. Very respectfully,

T. J. C. WILLIAMS,  
of Executive Committee, Association Maryland Democratic Editors.  
Address Editorial Rooms, Baltimore Sun.

*From a Member of the Executive Committee of the Florida Press Association.*

JASPER, Fla., May 14, 1892.

I am much surprised at the action of the Post-Office Department in refusing to transmit

PRINTERS' INK through the mails as second-class matter. PRINTERS' INK is a weekly newspaper devoted to the interests of publishers and advertisers, and the fact that its proprietors also conduct an advertising agency no more changes the character of the paper than the fact that the owner of the *Jasper News* practices law changes the character of the last mentioned journal.

I think that upon the same principle that PRINTERS' INK is refused transmission through the mails that every other weekly in the nation should be excluded.

But I am sure that the error (for such it clearly is) will be rectified, and that your loss and inconvenience as well as that of subscribers of PRINTERS' INK will soon cease.

Should the ruling not be reversed before the meeting of our Association, I think it would be well to call attention to it.

JOHN M. CALDWELL.

*From the Secretary of the Georgia Weekly Press Association.*

OFFICE OF OGLETHORPE ECHO,  
W. A. SHACKELFORD, Editor, Publisher  
and Proprietor.  
LEXINGTON, May 16, 1892.

I have watched with interest the contest between you and the P.-O. D. in reference to admitting PRINTERS' INK to the mails upon an equality with other trade journals. I fail to see any reason why it should not be admitted as second-class matter as are newspapers generally. It is certainly a journal which furnishes publishers and advertisers much useful information. I read every issue with much interest, and seldom, if ever, fail to gain some useful knowledge by the reading. If you did not send it to me as an exchange, I think I would become a regular bona-fide subscriber.

The ruling against you by the P.-O. Department I think quite unjust, and should be condemned by the press of the country generally.

W. A. SHACKELFORD.

*From the Vice-President of the Virginia Press Association.*

OFFICE OF PULASKI NEWS, VA.,  
May 16, 1892.

We've been threatened with the plague under which you are suffering, and can appreciate your troubles. As long as PRINTERS' INK is denied second-class rates Wanamaker's *Book News* ought to be excluded.

A. A. CHRISTIAN.

*From a Member of the Executive Committee and Treasurer of the Michigan Press Association.*

CEDAR SPRINGS, May 14, 1892.

YOUR PRINTERS' INK and Postmaster-General case will be discussed at our regular meeting of Press Association.

L. M. SELLERS.

*The National Press is with PRINTERS' INK.*

OFFICE OF DAILY SUN,  
Valparaiso, Ind., May 16, 1892.

As a newspaper man who has watched your struggle with the Censor-General of the P. O. Dep't from the beginning, allow me to wish it a successful issue. Publishers must certainly have some rights that even Brt.-General Hazen and Bre'r Wanamaker are bound to respect, and the system of toadying to a man whom circumstances have dressed in "a little brief authority" is foreign to every American nature. The *National Press* is with PRINTERS' INK in this fight against favoritism.

E. ELDENNE SMALL.

*From a Director of the Inland Daily Press Association.*

OFFICE OF DAILY AND WEEKLY  
PALLADIUM.

F. R. GILSON, Proprietor.

BENTON HARBOR, Mich., May 16, 1892.

The subject is not new to me, for I have been watching its course with deep interest and no little indignation over the action of the Post-Office officials, since the enforcement of the senseless and useless order against your valuable publication. I regard PRINTERS' INK as one of my most interesting exchanges. With all the high-class monthlies at hand I have turned first to PRINTERS' INK to pass an hour of recreation apart from business. It ought to be given every privilege of the mails enjoyed by any other publication. For that matter, I would extend the same rights to all trade journals, for trade journals are often better educators and moral conservators than the newspapers.

If you desire, I will bring the matter to the attention of our Association (Inland Daily Press), at our meeting in June.

F. R. GILSON.

*From the Treasurer of the North Dakota Press Association.*

OFFICE OF NORTH DAKOTA GLOBE,  
Wahpeton, May 14, 1892.

I believe the printers of the country are with you in the trouble with P. O. Dep't. I will bring the matter before our Press Association in whatever form you may desire.

As a subscriber to PRINTERS' INK I wish to protest against the treatment accorded that excellent trade journal. I appreciate PRINTERS' INK as an invaluable aid to the business department of my paper.

FRED. FALLEY, Treas. N. D. P. A.

*From a Member of the Executive Committee of the Arkansas Press Association.*

OFFICE OF WOODRUFF COUNTY VIDETTE,  
Augusta, May 14, 1892.

While I think the action taken by the P. O. Dep't. in regard to PRINTERS' INK is an outrage, I do not know what to say that will add to what has already been so well said in condemnation of the action. I think every other trade paper might as well be excluded. I appreciate PRINTERS' INK, and find much interesting matter in every issue.

Our State Association meets next Wednesday at Camden. I will, on my own responsibility, call the attention of the Association to the case.

W. W. FOLSOM.

*From the ex-President of the Michigan Press Association.*

BIG RAPIDS, Mich., May 14, 1892.

I have no longer the honor of being President of the Michigan Press Association, my time having expired a few weeks since; but, as a printer and publisher, I do not hesitate to say that I consider the ruling of the Post-Office Department in excluding PRINTERS' INK from the privileges of second-class matter arbitrary, wrong and dangerous. I cannot see wherein PRINTERS' INK differs from scores of publications I am familiar with that have, and do, enjoy the privileges accorded second-class matter, and am at a loss for good reason on the part of the Department for excluding it from the mails on a like basis. I hope to see you continue the good fight, and feel sure that in the end you will come out the victor. Right will triumph over might.

I consider the question of importance to every publisher, and no better way of solving

it could be had than to put it before conventions and gatherings of the fraternity.

WM. P. NISBETT.

*From the Vice-President of the Virginia Press Association.*

LEXINGTON, Va., May 17, 1892.

The exclusion from the United States mail as "second-class matter" of PRINTERS' INK, your most excellent publication, invaluable to the great mass of all classes of business men, corporations, syndicates and others as a guide to the best manner in which to get up an advertisement in the most attractive form, and to surely pilot the doubting advertiser into the surest channel to reach the greatest number of readers, has attracted my attention as a newspaper man, and the various stages of the case before the Post-Office Department have been watched by me with a personal interest.

The case involves a principle of right and justice that more or less directly interests every publisher and newspaper man individually and collectively, for upon the decision the future usefulness and prosperity of the press of our great and free Government depends. Questions of important rights centre in the case, and if they are to be disposed of without regard to well-defined rights of publishers, the mandate of the Post-Office Department and its official head may be gratified in carrying into force a self-constituted authority not within the meaning or intent of the laws bearing upon the regulation of the U. S. mails, then we are at the threshold of an era of censorship of the press that in future years may endanger the safety of our great Republic.

I regard PRINTERS' INK as a legitimate publication of high merit in its particular and peculiar field—meeting just such a demand for information that the American people have for a long time demanded. I can see nothing in it of the advertising scheme to further the purpose of one man or set of men; its claim for popular favor is that it covers a field of information possessed by few and demanded by the great mass of manufacturers, wholesalers and retailers; it is alike valuable to the publisher, editor, professional man, manufacturer, corporation, syndicate, country merchant, city jobber and retailer, and the people. If, as is claimed, as I understand the case, the great censor of the Postal Department holds that PRINTERS' INK is a medium exclusively and purposely to advance the other interests of its publishers, then he shows a lack of information that will win for him the pity of publishers and newspaper men in general. If he seeks information incident of worthy publications doing a great and useful work in other fields of science, etc., where the owners and publishers are men interested in a business that finds much space in their publications, they can be pointed out. But the fact that these publications are organs to one end, viz.: to serve the interests of their owners, does not hold good.

If the Postmaster-General, or any other one man, holds the right to exclude from the mails as second-class matter for such reasons as form the foundation in this case, or to exclude from the mails any publication for any cause, under existing laws, then that official is vested with too much authority—more than he should be permitted to hold—and the present laws should be modified.

If the great Post-Office Department, with its thousands of officers scattered over the land, contains one great censor of the press and publishers at our National Capital, and a

subordinate in every city, town, hamlet, township and country cross-roads who claims little less authority than the great head of the Department to fill the self-constituted office of censorship of the press, then I hold that it is time for the State and National Press Associations to demand national legislation that will take this censorship out of the hands of the postal authorities and place the management of our great mail system upon a plane of dignity, intelligence and responsibility, and remove it from the suspicion of politicians, partisans and party leaders.

Put this exclusion from the mails hobby of the postal people in the hands of a court to regulate, and let it be understood by the enactment of simple but effective laws that to exclude a publication from the mails complaint must be made in due form, the accused duly notified and the case heard in court, as in any other line of legal practice, and the Post-Office Department powerless to throw out of the mails any publication until the court of jurisdiction has handed down its opinion of guilty of violation of postal regulations, and so directed to exclude from the mails the publication that may be charged with any violation of the postal regulations.

Our republican form of government must be democratic—not autocratic; the people constitute the government, and by their will it must either prosper or fall to pieces. No factor has done so much to make our country the great diadem of all the republics as the free press; and whenever one of the smallest rights of the press is abridged, then we make an approach to the objectionable forms of government that obtain in Continental Europe; and the members of the press, irrespective of party politics, must stand united in defense of the rights, which are the people's rights—the bulwarks of a great government and people. Prompt action on the part of the Press clubs, State Associations and National Editorial Association, giving expression in unmistakable language to demands upon our National legislators for protection from the continued assumption of unwarranted authority on the part of the Postal Department, would soon bring about a healthful and beneficial reform.

We will take this matter up when we go to Portsmouth, at the annual convention of our State Association in July.

E. C. R. HUMPHRIES.

*From Hon. J. Irvin Steel, President of the Schuylkill Press Association.*

OFFICE OF TELEGRAM, }  
ASHLAND, PA., May 18, 1892. }

I cannot see how the Post-Office authorities can consistently persist in excluding PRINTERS' INK from second-class privileges. In my opinion PRINTERS' INK is not such a publication as was intended by the law to prevent the circulation of publications printed expressly for the purpose of advertising proprietary articles, etc.

I do not think there would be any impropriety in having the matter brought before our State Association. If I can be of service to you in the matter, will cheerfully render it.

J. IRVIN STEEL.

*From the Corresponding Secretary of the North Indiana Editorial Ass'n.*

OFFICE OF DEMOCRAT, }  
PLYMOUTH, May 17, 1892. }

I have watched with considerable interest the case of PRINTERS' INK and the Post-Office Department, and I feel, as I believe every printer does, that a great injustice is being done to an excellent publication, and that it is

the object of an invidious distinction. The Department is not consistent, and I note with pleasure the action of the Delaware County Press Association in their resolution of May 2 denouncing the course of the Department, and commending PRINTERS' INK as a legitimate trade journal entitled to second-class postal privileges. The Northern Indiana Editorial Association will meet in Plymouth June 9 and 10, and I am certain the sense of honor among the Hoosier editors would permit them to take similar action. LOUIS McDONALD.

*From the Secretary of the Georgia Press Association.*

OFFICE OF CHEROKEE ADVANCE, {  
CANTON, May 17, 1892. }

Replying to your favor of the 11th inst., would say I cannot understand why PRINTERS' INK should be excluded from the mail as second-class matter. No publication reaches my office that I read with more interest, profit and pleasure than PRINTERS' INK. And I read it not because of its advertising features, but for the reading matter and splendid suggestions and letters touching the trade or art. I think it an outrage that the publication should be refused admission, and trust the Department will soon correct the error they seem to be making. However, the Department may be complying with the law, but I do not think so.

If you desire to bring this matter before the Georgia Press Association I will be pleased to present such papers as you desire. The association meets in a few weeks.

BEN. F. PERRY,  
Secretary Georgia Press Association.

*From Gen'l Ira P. Jones, Chairman of the Executive Committee of the Tennessee Press Association.*

NASHVILLE, May 17, 1892.

The object of the postal law, restricting the right of using the mails at pound rates of postage by publishers of regular newspapers, printed for the dissemination of news and general information, sustained by receipts from subscriptions and advertising, seems to have been to exclude from this privilege publications designed primarily and merely as advertising mediums, and taking the place of printed circulars, requiring a higher rate of postage. This latter class of publications have sought to disguise their essential character by the insertion of reading matter as contradistinguished from advertising, and so avail themselves of the pound rate granted to legitimate newspaper enterprise, without being, in fact, entitled to the privilege. To checkmate these evasions of the law is the duty of the Post-Office Department, in the performance of which it will be upheld and supported by the entire legitimate press of the country.

But these evasions of the law are not precisely defined, and to determine in what they consist and in what cases they occur, is left to the judgment and discretion of the Department. To a person familiar with the newspaper business it is not difficult to detect what is a fraud upon the law in this respect, though to a merchant or a professional man, other than a journalist, the distinguishing ear-marks might easily pass unnoticed. Some of them are now, doubtless, enjoying the benefits of their misapplied ingenuity, while some publications are under the ban that ought not to be.

In this last category, in my opinion, is PRINTERS' INK. After reading this journal for a year, and knowing something of its

wholesome influence upon the interests of legitimate publications and the general business public, I can discover in it none of the elements or characteristics that should justify its exclusion from transmission through the mails at pound rates. On the contrary, I look upon it as of very great service to the advertising interests of the country. The fact that its publishers conduct an extensive advertising agency, and are the publishers of a standard Newspaper Directory, so far from being a detriment, the better qualifies them to treat intelligently and usefully the topics in which their patrons are specially concerned. I have no doubt this is the unbiased opinion of nine-tenths of the newspaper publishers of the Union.

I think the Postmaster-General would do a public service, and correct what must be generally esteemed an error, if he would reconsider his order of exclusion, and restore PRINTERS' INK its rights as a legitimate public journal.

Very respectfully,  
IRA P. JONES,

Ch. Ex. Com. Tenn. Press Ass'n.

OFFICE OF ADVISER, {  
LINDEN, Wis., May 18, 1892. }

I want to say in reference to PRINTERS' INK, that in my opinion it will be admitted as second-class after a full investigation. I can readily understand the view of the authorities, and you were rather incautious at times, perhaps; but, after all, the fact remains that your paper is of general interest to a large and important class. That fact will ultimately be found, and the conclusion of law will follow that you are entitled to second-class rates.

Yours truly,  
JOHN W. TAYLOR.

*From the Secretary of the Minnesota Editors' and Publishers' Association.*

MERRIAM PARK, ST. PAUL, Minn., {  
May 17, 1892. }

\* \* \* I shall take pleasure in complying with your desire of bringing this matter before our association. \* \* \*

Trusting that I may be of as much service to you as you have been to the members of my fraternity, I am, very earnestly yours,  
ED. A. PARADIS.

*From the Vice-President of the Wisconsin Press Association.*

OFFICE OF ADVOCATE, {  
CUMBERLAND, May 20, 1892. }

As for myself, I think there is no question but that a flaw exists in the postal laws touching the case of PRINTERS' INK. Your course is highly commendable. Right is right, and I hope and trust you may succeed in curing the present evil, for which you will have the thanks of the newspaper men generally.

F. F. MORGAN.

*From the Secretary of the Peninsula Press Association.*

OFFICE OF DEMOCRATIC MESSENGER, {  
SNOW HILL, Md., May 21, 1892. }

I have been a reader of PRINTERS' INK since the first issue, and I regard it one of our best trade journals. It is an outrage to deprive it of the privileges accorded to other journals far less worthy. That it is prized by the fraternity I know. From what I can learn the Peninsula Press Association intends at its next meeting to address a communication to the P. M. G. in favor of PRINTERS' INK.

Respectfully,  
C. L. VINCENT, Sec'y P. P. A.

*From the Vice-President of the New Mexico Press Association.*

OFFICE OF THE SHAFT,  
KINGSTON, N. M., May 18, 1892.

I think your journal is just as much entitled to the privileges of the U. S. mails as any other journal in the land. Anything we can do for you to advance your interests in this section will be freely done. J. P. HYLAND.

*From the Corresponding Secretary of the Indiana D. E. A.*

MUNCIE, May 21, 1892.

I was surprised to note the action of the Post-Office Department, prohibiting PRINTERS' INK to the mails as second-class matter. The reasons assigned by Mr. Hazen, Third Assistant Postmaster-General, are not well taken, to my mind, and, if carried out by the Department, will exclude hundreds, yea, thousands, of to-day's publications from the mails as second-class matter. The *National Tribune*, *Harper's Monthly Magazine*, the *Scientific American*, *Heat, Light and Power*, and many other publications, are subject to the same proscription as PRINTERS' INK if the ruling of the Department is to obtain. In fact, it raises a serious question to the press in general. The publisher is rarely found who has an eye to the main chance that has not sought to enlarge his field and extend his circulation, by placing at the disposal of advertisers subscriptions to his paper. It is also a fact that a very large per cent of publishers of weekly papers are to-day offering some monthly publication as a premium to their subscribers, which the aforesaid publisher secures by advertising for the monthly publisher. Then again, advertisers are nearly always regarded as regular subscribers, and there are tons of second-class matter passing through the mails monthly to such advertisers. After nearly twenty years' experience on the daily and weekly press as a publisher, I believe I can safely say that Mr. Hazen's ruling will affect a large class of the publications of to-day. In fact, it would be the rule and not the exception.

Among publishers and printers, PRINTERS' INK is highly prized. It is to them what the *Scientific American* is to the inventor and manufacturer, as the agricultural publication is to the farmer and stock raiser. I would not for a moment question the sincerity of the Third Assistant Postmaster-General in the position taken by him, but I am justified in saying that a general ruling of the Department, embodying the restrictions contained in his letter to the New York postmaster, will exclude thousands of publications, both weekly and monthly, from the mails as second-class matter. W. J. HILLIGOSS.

*From a Member of the Executive Committee of the Indiana D. E. A.*

MAY 20, 1892.

I have followed with a great deal of interest the controversy between PRINTERS' INK and the Post-Office Department, and am very decidedly of the opinion that the action of the Department was extremely arbitrary and unjust, and that if it was not illegal the law is sadly defective and should be amended. There are a great many publications going regularly through the mails at second-class rates—and, I think, properly so—which would have to be excluded if the same tests were applied to them that the Department insists upon applying to PRINTERS' INK. Either PRINTERS' INK should be admitted to the mails at second-class rates or these other publications should be excluded

from the benefit of such rates. It is intolerable that the Government should discriminate in this matter between citizens who do, or should, all stand on the same footing before the law. Yours very truly,

S. E. MORSE,  
President Indianapolis Sentinel Co.

*From the Vice-President of the North Dakota Press Association.*

OFFICE OF THE FARGO FORUM,  
May 17, 1892.

It is with regret that I have noted the action of the Post-Office Department in regard to PRINTERS' INK. From an acquaintance with this weekly extending over quite a period of time, I have come to regard it as a valuable adjunct to every newspaper office. I do not consider it primarily an advocate of George P. Rowell & Co., but a journal in which every newspaper and advertiser is interested. It should have the same privileges in the mail as are enjoyed by the *Daily Forum*, the *New York Herald*, *Philadelphia Public Ledger*, or any other legitimate and regular dispenser of news or information.

Our State Press Association meets in Fargo about the middle of next month, and I will take pleasure in bringing the matter of PRINTERS' INK before the Association.

H. C. PLUMLEY.

*From the Treasurer of the Northern Indiana Editorial Association.*

KNOX, Ind., May 23, 1892.

We have noticed from time to time the autocratic disposition of Post-Office authorities in regard to newspapers, and especially that of the present Postmaster-General. We cannot see why PRINTERS' INK should be excluded from the mails any more than any other newspaper. The Censorship Bill is only another straw to show which way the wind is blowing, and should it pass the liberty of the press will be in danger, and PRINTERS' INK will not be the only paper excluded from the mails.

The Northern Indiana Editorial Association meets on June 9 and 10, and it would be a good idea to have the matter brought before it, as it is something in which the press of the whole country is interested.

C. O. MUSSELMAN, Treas. I. E. A.

## A BRIGHTER OUTLOOK.

The lot of the country editor during the last twenty years has not been an enviable one. He has not only been made the victim of dead-beat subscribers, stingy home merchants and selfish and oppressive politicians, but he has been continually preyed upon by hordes of parasitical advertisers and advertising agents, some of which have been cussedly active, voracious and virulent. But the country editor is getting to be quite a fellow now. He has passed through the severe winter of his career and come out both a wiser and a richer man. He has learned that a life at the trough of advertising dead-beats, office-seekers, and similar selfish schemers, is but a life of trial and hunger. His hard experience has made him a philos-

opher, a fair business man, a philanthropist and a hero. He now knows enough and is strong enough to be independent, and like the valiant knights of old, his chief pleasure is now to occasionally sally forth for adventures with brigands and banditti in the wilderness of politics as well as in the forests of business. I am one of the Quixotic fellows myself, and have no hesitancy in tackling a wind-mill.—*E. A. Paradis, of the Midway News.*

### HAZEN WAS HYPOTHETICAL.

JUDGE TYNER, THE LAW OFFICER OF THE POST-OFFICE DEPARTMENT, EXPERIENCES A DIFFICULTY IN GETTING THE "PRINTERS' INK" CASE PROPERLY BEFORE HIM.

The following is an extract from the stenographer's notes, taken at the time of the two days' hearing at Washington, on March 4 and 5 last:

Mr. Haynes (a Clerk in the P. O. D.)—I desire this morning to take up the facts in the case having reference to the paper being designed primarily for advertising purposes.

Mr. Carpenter (Attorney for PRINTERS' INK).—I don't care which way you answer that question. You can answer it "Yes," or you can answer it "No." It does not apply to this case. Mr. Haynes asks you to decide whether a paper like PRINTERS' INK is entitled to second-class rates.

Judge Tyner (the Law Advisor of the P. O. D.).—If that inquiry had been put to me as incidental to the pending case, I should think it was my duty to answer the best I could. If I were to answer literally and directly, I should make no ruling on PRINTERS' INK at all. At the same time, I don't want to be critical in connection with anything that comes from an officer of the Department.

Mr. C.—Mr. Rowell demurs to the indictment for insufficiency.

Judge T.—If I don't take it up and consider it now it will certainly come to me again.

Mr. C.—It will come, then, in a shape that we can know what we are charged with. We have not been shown the allegations against us, and we ask you, in fairness, that we may know just what is in the mind of the prosecution.

Judge T.—I suppose I can do that, Mr. Carpenter, by summoning Mr. Hazen, and saying to him that the communication bearing date Feb. 5 is indefinite—that he asks certain questions which may be answered, and yet would not apply to PRINTERS' INK. If you mean those questions to apply to PRINTERS' INK frame them specifically, so that Mr. Rowell may know precisely what we are considering.

Mr. C.—Yes, sir. I would be glad to have him summoned and hear what he has to say upon the point, so that we may know what facts we are charged with.

Judge T.—He would not charge you with anything, Mr. Carpenter. He would simply put the inquiry as to whether PRINTERS' INK

is now before me—that is, the prohibition within the meaning of the law referring to such publications, and then I would understand what I was to decide. There are only two points involved—one is the character of the paper and the other is the character of the subscription list.

At this point Judge Tyner summoned a messenger, and said: Tell Mr. Hazen to come here at once.

[Hazen comes in.]

Judge T.—The question has come up, Mr. Hazen, as to what you intended by this communication of Feb. 5 re PRINTERS' INK.

Mr. Hazen.—Those questions were prepared by Mr. Haynes.

Mr. Haynes.—I did not prepare them.

Judge T.—I will read your second paragraph, and it seems to me that it is not to meet questions referred to this office. It is a general question belonging to some hypothetical case that was evidently in the mind of the writer. Does that present any question here upon which I should rule in connection with PRINTERS' INK?

Hazen.—Yes; it seems to me it does.

Judge T.—I will rule to the contrary.

Hazen.—This case applies to quite a number of others, and I want a ruling on this to govern us in the question now raised.

Judge T.—Why did you not put it as a general question involving a ruling that would apply to just such cases?

Hazen.—The Court won't go into that sort of a discussion—you have the case.

Judge T.—Do you want to meet it?

Hazen.—I want you to consider this case of PRINTERS' INK.

Judge T.—I will consider it as it is brought before me.

Hazen.—Are you making the point that you are not considering cases like the case of PRINTERS' INK?

Judge T.—I made a point that I can answer the inquiry you put to me there, and that the application of the answer to the case of PRINTERS' INK would be inferential only.

Hazen.—I think it was the Postmaster-General's intention to have this case submitted so that he could rule on the case of PRINTERS' INK.

Judge T.—I want to know what I am to rule. It was admitted to the mails two years ago. Now nothing is before me, so far as I can learn, applicable to PRINTERS' INK, as to whether or not it is a publication designed primarily for advertising purposes.

Hazen.—If your point about the matter is that the letter does not submit the case to you, all that is necessary is to write a letter as will directly apply to PRINTERS' INK.

Judge T.—I might conclude that I don't want you to write a letter directly applicable to PRINTERS' INK in order to give you a ruling upon general hypothetical cases.

Hazen.—I should judge in view of the ruling that I have leave to amend this letter instant?

Judge T.—That is correct. There is no hesitancy in granting time to do that. These gentlemen are here to be heard, and they want to be heard upon the point.

Mr. Haynes.—I never had any idea that you should give a ruling that did not apply to this case.

Judge T.—If you want my opinion on PRINTERS' INK, why didn't you ask it?

Mr. Haynes.—Suppose General Hazen asks leave?

Hazen.—I don't ask leave to anything of the kind.

Judge T.—You can exercise your own discretion; or whether you ask any leave, I will

say to you that I will give you no opinion in the case of PRINTERS' INK unless you bring the case properly.

After an adjournment of several hours, made for the sole purpose of giving Hazen an opportunity to prepare his letter so that it would express what he meant to say, a new letter was brought in, which Judge Tyner pronounced no better than the other, and after wasting two whole days, spent at the Department, Mr. Rowell and Mr. Carpenter left Washington just as wise as when they went there, and no wiser. They were, however, treated to an exhibition of Mr. Wanamaker's temper, such as a boarding school Miss would have reason to be ashamed of. It is to Mr. Wanamaker's anger at the just criticism that has been showered upon his Department by the Republican newspapers of the United States that causes him to persist in his persecution of PRINTERS' INK.

### DOCTORS WHO WANT FREE ADVERTISING.

In one of the medical journals appears an advertisement of the Londonderry mineral water now advertised to some extent throughout the country. This advertisement throws an interesting side-light on the much-discussed subject of medical advertising and the vaunted "code."

### DECLINED WITH THANKS!

The following correspondence explains itself:  
March 17, 1892.

*Londonderry Lithia Spring Water Co.*

GENTLEMEN—Having used the LONDON-DERRY quite extensively, and seeing you advertise in *lay journals*, which we cannot do, the code of ethics prohibiting it, we thought to write you to inquire if a favorable mention from us might not be used by you in connection with a small cut of our "Home," mentioning in connection our location and class of cases received.

Fraternally yours,  
(Signed) ———.

OUR REPLY!  
NASHUA, N. H., March 19, 1892.

*Drs.* ———.  
GENTLEMEN—Your esteemed favor of the 17th inst. duly received and contents noted. We are happy to receive the confidence and compliments of all the medical fraternity, but fail to see how any good end can be served by publishing a cut of your well-known resort. As a question of "ethics," it would deceive no intelligent physician or layman. A testimonial carrying such *prima facie* evidence of the consideration for which it is given would be of no benefit to us and might injure you by demonstrating that your opinions, which are now counted very valuable, are not after all held so highly by yourselves.

We have never paid one penny for a professional or lay opinion of LONDONDERRY, nor, judging from the almost daily endorsements that we see in the medical and lay journals, and our enormous and rapidly increasing business, shall we be obliged to do so in the future. Trusting you will receive this in the spirit in which it is given, we are,

Yours very truly,

LONDONDERRY LITHIA SPRING WATER CO.

N.B.—We refuse to publish the name of the above well-known Sanitarium, but will give \$1,000.00 to any charity if we cannot prove the genuineness of this correspondence.

L. L. S. W. Co.

### ADVERTISING IN THE SKY.

The newest horror is not Deeming nor the Paris Anarchists. It is considerably worse than either. An esteemed scientific contemporary says that genuine sky-signs can now be installed for the enterprising advertiser. By a simple arrangement of mirrors, reflecting glasses and lights a sort of gigantic magic lantern can be set up, by which images can be thrown upon the clouds. You will be able to advertise your wares, in letters a hundred feet long, on the skies, so that they will be visible over a dozen counties.

As if this truly awful prospect were not enough, we are told that these sky-signs can be made luminous, so that they will blaze all night! Heine, in one of his rhapsodies, said that he would like to snatch a burning pine from its Norway mountains and write with it the name of "Agnes" in letters of fire on the skies. But he would probably not have cared to adorn the firmament with a blazing description of somebody's patent trouser stretcher, or a glowing picture of a lady wearing the latest thing in hygienic corsets.—*Newark Journal*.

### WE HUMBLY HOPE AND PRAY!

*From the Aroostook (Me.) Times.*

Mr. Wanamaker admits that three years in the public service may permanently divert some men from the life-long business pursuits abandoned, as in his case, with the intention of returning thereto; but he says that he expects to return to a mercantile life himself.

### A POINTED REJOINDER.

*From the Washington Star.*

A Washington man has a bright youngster who succeeded recently in getting even with his father in a very telling though unconscious manner. His father was reproving the little fellow's table manners. "Don't do that," said he, "or we'll have to call you a little pig." The warning seemed to be lost, for the fault was repeated. "Do you know what a pig is?" was the inquiry, put in a solemn manner. "Yes, sir." "What is it?" "A pig is a hog's little boy." The lesson in etiquette was suspended.

## FOR SALE.

Advertisements under this head 75 cents a line.

**SILK PIECES FOR PREMIUMS.** E. M. LE-MARIE, Little Ferry, N. J.

**PREMIUMS FOR NEWSPAPERS.** EMPIRE CO., 146 Worth St., New York.

**HANDSOME ILLUSTRATIONS** for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

**PULASKI NEWS** for sale—entire or part interest. Steam power; 1012 circulation. Reason, other business. Address, PULASKI CITY, VA.

**THE NEWS**, Johnsonburg, Pa., must be sold at once. Fine outfit and good business at a bargain. Price, \$1,200. Pop. of Johnsonburg, 35,000. Best of reasons. Write.

**1 INCH**, \$1; 1 col. (3 ins.), \$5. Will reach 1,300 Y. M. C. A. reading rooms on paid subscription and be read by 13,000 young men. Circulation 10,000 in all. PLAIN TALK, 114 Nassau St., N. Y.

**100,000** Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dend." Try 1,000. AGENT'S HERALD, Phila., Pa.

**A BARGAIN**.—One Hoe Drum Cylinder, size 36x51, 4-roller, and one Three-Revolution, 36x54, Printing Presses. Good running order. Apply to SCOTT PRINTING COMPANY, 220 William St., New York City.

**IMPORTANT!** Printers and Advertisers. 5,000 I stock cuts, initials, comic and other illustrations. 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

**FOR SALE**—A well-established Evening Republican Daily in a manufacturing town of about 30,000 inhabitants. Good circulation, with first-class advertising patronage. Good reasons for selling. Rare chance for right party. Address "DAILY," care Lord & Thomas, Chicago, Ill.

## WANTS.

Advertisements under this head 75 cents a line

**WANTED**—Large, cheap pictures or maps for supplement to Sunday paper. Address COURIER, Evansville, Ind.

**IF** you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

**WANTED**—BUSINESS MANAGER and editor (practical printer), to take charge of job office and weekly paper. Good salary to the right man. "A. A.," care Printers' Ink.

**WANTED**—PARTNER with \$5,000 manufacture new articles used in every household goods sold; big profit. Capital secured if desired. Address Dr. A. BLUMER, Humboldt, Neb.

**WANTED**—A man familiar with Newspaper Premium Work; buying, distributing, etc. Address, in absolute confidence, stating salary, experience etc. "PROPRIETORS," Drawer No. 2130, Montreal, Canada.

**BRIGHT MAN. RARE CHANCE.** Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00. Salary, \$1,800.00 per year to start. Only hustler need apply. Box 55, Printers' Ink.

**TOP OF COLUMN**, next to reading matter, is worth more than the run of the paper. So, 1,000 letters, in exact imitation of your handwriting, or the work of a typewriter, must be worth thousands of ordinary printed circulars. Send for samples. MULTIGRAPH PROCESS, 89 William St., N. Y.

**PARTNER WANTED**—To take half interest in a thriving local and illustrated weekly (Mass.) paper of good reputation and prospects. Has an excellent advertising patronage, good circulation and chance to increase to four or five thousand copies a week. Man preferred competent to take entire charge of circulation and business part of paper. A hustler can make a good thing. Must invest from \$500 to \$1,000. References given and required. Don't write unless you mean business. Address "PARTNER," care of Printers' Ink.

**EDITORS** of literary and society papers to use our prints; advertisers and others to establish papers. The former can cut down expenses  $\frac{1}{2}$  and obtain superior matter; the latter can save 1000 per cent in postage and secure all editorial courtesies. It costs but \$3.00 a week to own and run a 16-page paper printed from forms costing \$350. We insert your headings and deliver FREE in the U. S., Canada or Mexico. Send for samples. THE ILLUSTRATED WEEKLY, Topeka, Kansas.

## SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

**GRIT**

**VAN BIBBER'S.**

**WANTED**—VICK'S.

**SPOKANE SPOKESMAN.**

**NEWPORT DAILY NEWS.**

**LEVY'S INKS** are the best. New York.

**WANTED**—200,000 VICK'S by advertisers.

**WANTED**—RESULTS! Vick's 200,000 brings them.

**WANTED**—Good results! VICK'S MAGAZINE 200,000 gets them.

**BOSTON HOTEL GUIDE** is invaluable to hotel supply firms. Try it.

**WANTED**—An adv. medium with pulling qualities. Vick's 200,000.

**RICH** and cultivated people read the NEWPORT DAILY NEWS.

**WANTED**—PROVEN CIRCULATION. Vick's gives it each month.

**JOHN T. MULLINS' MAILING AGENCY**, Faulkland, Del. \$2 per 1,000.

**BUFFALO TIMES** proves over 33,000 circulation. It will pay you.

**WANTED**—A Magazine to reach the masses! VICK'S 200,000 does it.

**WANTED**—Increase of business! Use VICK'S 200,000 and get results.

**WANTED**—10,000 answers to my ad! Use Vick's 200,000 circ. It pays.

**WANTED**—To be in the swim. Use VICK'S MAGAZINE and you can be.

**AGENTS GUIDE**, New York. The leading agents' paper. Send for copy.

**THE** cream of American society reached by the NEWPORT DAILY NEWS.

**WANTED**—By advertisers, more guaranteed and proved circ. Like "Vick's."

**NEWPORT DAILY NEWS**, 46 years old and never better. Wealthiest readers.

**THE ADVERTISER'S GUIDE**—Mailed free by STANLEY DAY, New Market, N. J.

**ADVERTISERS** find Hull's Directory valuable. Sample page free. HULL, Shelton, Neb.

**"PUT IT IN THE POST."** South Bend, Ind. Only morning paper in Northwest Ind.

**MEDICAL BRIEF** (St. Louis). Largest circulation of any medical journal in the world.

**DEWEY'S** Canada List (60 papers); adv. rates 30c. line. D. R. DEWEY, Hamilton, Can.

**THE COUNTRY YOUTH**, Milwaukee, Wis. 5,000 readers. Reaches farmer boys. 5 cents a line.

**FARM LIFE**, of Rochester, N. Y., 16 pages, 84 columns, monthly. Guaranteed circ'n, 25,500.

**NEW HAVEN NEWS** HAS LARGEST DELIVERED Circulation in the State of Connecticut

**PAPER DEALERS**—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

**SUPERIOR Mechanical Engraving.** Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

**WANTED**—A better adv. medium than PRINTERS' INK. It brings best results, so does VICK'S.

**IT IS BIGGER**—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

**WANTED**—PRINTERS' INK readers to know of the value of VICK'S MAGAZINE. Its 300,000 brings results.

**NEWPORT**—The best, most widely circulated, most influential paper is the DAILY NEWS, so says Rowell.

**PATENTS FOR INVENTORS.** Fifty-page book free. SAM'L C. FITZGERALD, 1008 F St., Washington, D. C.

**FOR SALE**—Handsome half-tone engravings as good as new, cheap. THE BOOK-KEEPEE CO., Detroit, Mich.

**THE AMERICAN FARMER**, Springfield, Ohio. Regular circulation 80,000 guaranteed. July special edition 70,000.

**WANTED**—An adv. medium that will bring something beside postal card inquiries. VICK'S Mag. will do it.

**WANTED**—A circulation of 300,000! Use VICK'S then; 143 copies for one cent on a yearly contract for one inch.

**\$1.50 FOR 5 LINES** 25 days. Display adv. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n 6,500.

**WANTED**—Commonsense advertisers who appreciate a Guaranteed and Proved Circulation. VICK'S MAGAZINE, 38 Times Bldg., N. Y.

**KANSAS** is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

**OUR RATES** are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

**THE PEOPLE'S ILLUSTRATED JOURNAL** (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

**DIRECTORY PUBLISHERS**, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

**KEEP posted** on all Life Insurance Companies. THE INDICATOR'S Pocket Chart is the best. Mailed for 25 cents, postal note or stamps. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

**THE OHIO STATE JOURNAL** goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly, 23,000; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

**REFERRING TO THE GALVESTON NEWS**, Geo. R. F. Rowell & Co., on page 110 of Printers' Ink, January 30th, '92, say: "There is also an especially good paper in Galveston, daily and weekly, that goes well over the whole of Texas." For sample copies, rates of advertising, etc., address A. H. BELO & CO., Galveston, Texas.

**JAPANESE PILE CURE**—A Guaranteed Cure for Piles of whatever kind. External, Internal, Blind or Bleeding, Itching, Chronic, Recent or Hereditary. \$1.00 in box, 6 boxes \$5.00; sent by mail. A written guarantee positively given to each purchaser of 6 boxes to refund the \$5.00 paid if not cured. Guarantees issued only by JOS. R. HOFFLIN, Druggist, Minneapolis, Minn.

**THE STANDARD REVIEW PUB. CO.**, Alliance, Ohio, a \$25,000 stock company owning four prosperous publications, want an Eastern representative. Their publications are: The Daily Review, 2,300 circulation, the only daily in Alliance, having bought out its competitor January 1; The Semi-monthly Climax, 8,000 circulation, circulating principally in Ohio, Pennsylvania and West Virginia; The Weekly Standard Review, 4,500 circulation, having the largest guaranteed circulation of any country weekly in Ohio; The Ravenna Daily Courier, the only daily in Portage county and published at the county seat. Consult Rowell for '93 for guaranteed circulation. For further particulars address H. W. BRUSH, Manager, Alliance, Ohio.

**NAMES**—125,000 addresses of persons, mostly ladies, who have sent money in reply to ads. This is no copy, but the original list, arranged by towns and States, in 70 large volumes, and has never been sold. Full particulars by addressing "F. T.," care Carrier 48, Boston, Mass.

### NOT A CHINAMAN.

THE GLOBE, Daily and Weekly,  
By AL FAIRBROTHER,  
DURHAM, N. C., May 14 1892.

By the way, maybe Col. John Wanamaker thinks PRINTERS' INK is a Chinaman, and should come under the Gary Exclusion Bill. In my humble opinion, PRINTERS' INK has as much right to go through the mails at usual rates as any publication in the United States.

And let me say also this, that I am not a Democrat—and Col. John could not call me a "Southern yelper." Yours,

AL FAIRBROTHER.

**GOOD AGENTS** secured among students by using THE COLLEGE-MAN, New Haven, Ct.

**NOVELTIES** for Publishers and Novelty Dealers. P. O. Box 3046, Boston. Send for Catalogue.

**AGENTS' NAMES**, New Ones, 1000 for \$50. Western Mail Agency, St. Louis, Mo.

**GIBB BROS. & MORAN PRINTERS**  
45-51 Rose St., N. Y.

**PIANOS**, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'ton, N. J.

**PATENTS** W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

**BOSTON.** I manage adv. for Fry & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 558 Wash'ton St.

**WOOD ENGRAVING** PETRI & PELS  
ALSO, BOOK STAMPS NEW YORK.

**12 For a Nickel STEEL PENS** SPENCERIAN  
810 B'way, N. Y.

**PUBLIC OPINION** Always pays Advertisers.  
Washington. New York.

**KUTS** For Advertisers: lively, cheap. Bring trade every time. Send for proofs free. CHAS. W. HARPER, Columbus, O.

**THE EVENING JOURNAL**,  
JERSEY CITY, N. J. Circulation, 15,000. Advertisers say it pays.

**WORLD'S FAIR BUILDING CUTS** FOR SALE BY  
J. MANZ & CO.,  
ENGRAVERS,  
152-7 Monroe St., Chicago.

**Kate Field's Washington**, Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise? Washington, D. C.

**YOUTH'S LEADER**,  
NEW HAVEN, CONN.  
Over 40,000 copies monthly. Advertising, 30 cts. per agate line.

**Do You Want Agents?** I have sent so far to 35,000 post-offices for the names of Agents for my own use. Would exchange names or goods for job press, typewriter, writing-desk or bicycle. Send for particulars. J. S. MEAD, Vineland, N. J.

**"WHEN" A RARE BOOK FOR MEN.**  
Mailed Secure. 10 Cents Silver  
Or Six 2 Cent Stamps  
P. O. Box 108. NEW HAVEN, CONN.



For holding Papers, Letter Files, Anything. Clean, Light, Strong, Portable, Cheap. In use all over U. S. Send for catalog and testimonials. POPE RACK CO., St. Louis Mo.

**\$30.00** Per Day our agents make taking advertisements from leading firms for our "Guest Call" which is put into hotels FREE. Write for an agency. You don't need experience to make big money working for the Electric Guest Call Company, Minneapolis, Minnesota.



**\$22. TAIN DESK.** Four and a half feet long. Unlimited variety in stock and to order. American Desk & Seating Co. 270-272 Wabash Av., CHICAGO., U. S. A.

Dodd's Advertising Agency, Boston, or  
265 Washington Street, World  
Build'g N.Y.  
City.  
Send for Estimate.  
RELIABLE DEALING CAREFUL SERVICE.  
LOW ESTIMATES.

## SAN FRANCISCO CALL.

Established 1863.

Daily, 56,759—Sunday, 61,861.

The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.



Every year there is a great demand for our annual souvenir number. The next, issued July 1, will be the most elaborate educational journal ever attempted. 200 fine magazine engravings. Over 100,000 copies. Rates, \$3 per inch. Copy June 30.

THE AMERICAN  
School Board Journal  
New York, Chicago.

## IMITATIONS OF TYPEWRITING.

With the Neostyle Duplicator any boy can take 2,000 Copies from one original, written with any typewriter. Each copy looks like a personal letter. Far more effective than printed circulars. Send for specimen of work and testimonials from leading houses.

CYCLOSTYLE CO., 26-28 Vesey St.

## A Thousand Newspapers

A DAY ARE READ BY

The Press Clipping Bureau,  
ROBERT & LINN LUCE,

68 Devonshire St., Boston, Mass.

**FOR WHOM?** Supply houses, that want earliest news of construction;

Business houses, that want addresses of probable customers;

One hundred class and trade papers;

Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

## HEROLD DES CLAUBENS

Catholic German weekly journal, published at 309 Convent St., St. Louis, Mo., since 1850, gives best value to advertisers. Rates the lowest and no "cutting." If you advertise in any German paper, or if you intend to (all wideawake advertisers do), do not omit the HEROLD DES CLAUBENS and take no substitute.

## STUDY LAW AT HOME.

Take a Course in the Sprague Correspondence School of Law. (Incorporated.) Send ten cents stamps for particulars to

J. COTNER, Jr.,  
Sec'y, Detroit, Mich.  
312 Whitney Block.



PUBLISHED MONTHLY.

Circulation, **80,000.**

Proved by P. O. receipts.

## 50 CENTS PER AGATE LINE.

New York Office: TIMES BUILDING  
THOMAS H. CHILD, Manager.

If YOU WISH  
TO ADVERTISE  
ANYTHING  
ANYWHERE  
AT ANY TIME

WRITE TO

THE GEO. P. ROWELL  
ADVERTISING CO.,  
10 SPRUCE ST., NEW YORK.

## We Conduct **NEWSPAPER** ADVERTISING Agency.

WE GIVE TO ALL CUSTOMERS

Judicious Selections, Experienced Assistance, Prompt Transactions, Low Prices. **ADVERTISE WITH US** Conspicuous Positions, Unbiased Opinions, And Confidential Service.

CONTINUOUS ADVERTISING BRINGS SUCCESS! ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND ESTIMATES OF COST IN ANY NEWSPAPER FURNISHED FREE OF CHARGE.

**J. L. STACK & CO., ST. PAUL, MINN.**

## "Not Only How Much, But Where?"

is the question advertisers should consider with reference to a paper's circulation.

Quality is good and quantity is good.

In reaching investors and purchasers of high class goods

Quality is imperative.

## THE BANKER AND TRADESMAN, OF BOSTON,

# Reaches 15,000

Business Men Weekly,

including Bankers, Lawyers, Corporations, &c., throughout New England.

Send for sample copy and advertising rates.

**BANKER & TRADESMAN,  
220 Devonshire St., Boston.**

## The Hearthstone

Circulated 1,161,100  
copies last 6 mos.

## The Hearthstone

Proves Circulation by  
Paper Bills.

## The Hearthstone

Proves Circulation by  
Printer's Affidavit.

## The Hearthstone

Proves Circulation by  
Mailer's Affidavit.

## The Hearthstone

Proves Circulation by  
P. O. Receipts.

## The Hearthstone

Invites investigation  
at any time.

## The Hearthstone

Has paid, does pay,  
will pay advertisers.

It is a peculiar idea to stop advertising when business is dull. It is directly opposed to the successful practice of the art. Advertising properly done prevents dull seasons. The great successes have been achieved by dealers who have advertised throughout all seasons.

Perhaps our families (260,000 of them) would buy from you right along if they knew about what you have to sell.

Put  
Them  
On  
Your  
List

At least, let us  
know of what you  
have to advertise.

**Sunday School Times.**  
PHILADELPHIA.  
Presbyterian.  
Lutheran Observer.  
National Baptist.  
Christian Standard.  
Presbyterian Journal.  
Ref'd Church Messenger.  
Episcopal Recorder.  
Christian Instructor.  
Christian Recorder.  
Lutheran.  
Presbyterian Observer.

Over 260,000 Copies  
Religious Press  
Association  
Phila



For Western and  
Southwestern  
Advertising Use

# The St. Louis Magazine

Now in its twenty-second year,  
and with a bona-fide cir-  
culation above the

## 25,000 mark.

Rates, 30 cts. per line agate.  
Reading notices, 50 cts. per  
line. Special rates for position  
pages given on application to

**T. J. GILMORE,**  
Publisher,

901 Olive St., St. Louis, Mo.

Advertisements received through any re-  
sponsible advertising agent.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

## PUBLICATION OFFICES :

No. 10 Spruce Street, New York.  
No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

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NEW YORK, JUNE 1, 1892.

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MORE than fifty thousand copies of PRINTERS' INK are issued weekly, and more than fifty thousand copies will be issued every week in 1892, whether the Post-Office does or does not continue its tyrannical outrage.

OUR \$500 offer for the best articles on "What Constitutes a Subscriber," ended May 31. Announcements of the awards will be made in the next issue of PRINTERS' INK.

THE *Detroit Tribune*, formerly represented in New York on the special agency system, has now opened a regular New York office, with M. C. Reefer in charge.

AT a meeting held in New Mexico of Spanish editors it was agreed not to accept any advertisements in English. It was also demanded that laws be enacted allowing the printing of all laws in Spanish.

A GOOD illustration of P. O. D. inefficiency may be found in the account published elsewhere of a deserved castigation received by the man Hazen from his superior, for senseless blundering in the case of PRINTERS' INK.

THERE has lately been a change in the ownership of the *Indianapolis News*, by which Major W. J. Richards, for many years well known as the business manager of that paper, acquires a larger financial interest and becomes head of the publication department.

AFTER a delay of four months and eleven days, and unremitted effort on our part, we have finally succeeded in obtaining from the Postmaster-General what purports to be a statement of the reasons which led him to exclude PRINTERS' INK from the mails as second-class matter.

Mr. Wanamaker's letter is a closely typewritten communication covering five large pages, containing an extraordinary combination of statements which are inconsistent with each other; references to decisions which have been superseded by more recent ones in his Department, and to conditions which have never had any existence.

The only explanation we can imagine for the fact that the Postmaster-General should sign his name to such a remarkable communication, is that his regular law adviser has become disgusted with the injustice which the action of the Post-Office Department has tended to perpetuate, and Mr. Wanamaker has been obliged to rely upon the class of legal talent which would be expected from the sort of men who surrender a practice at home in order to accept a \$1,200 clerkship at Washington.

A considerable portion of Mr. Wanamaker's letter is devoted to congratulating himself upon the happy thought that a certain alleged Chicago Publishers' Association, concerning which he was not very well informed at the time of writing, had furnished him with a set of resolutions expressing the belief that PRINTERS' INK is a mischievous publication, calculated to work dire disaster in the newspaper business if not extinguished by the censors of the Post-Office Department. To the readers of PRINTERS' INK the highly ridiculous character of that so-called association has been recently made known.

With the aid of his letter, wherein Mr. Wanamaker has at last, it is to be hoped, fully stated his case, PRINTERS' INK will now be able to prepare a paper for distribution among the newspaper men of the United States in which the whole story shall be told, and in which an opportunity will be afforded for exhibiting the lack of system and the ignorance of law, and of its own decisions, which prevails in that part of the Post-Office Department which is devoted to the probably unnecessary and certainly very annoying censorship, of which so many newspaper men have had occasion to complain under Mr. Wanamaker's administration.

## ADVERTISING NOVELTIES.

*By L. J. Vance.*

I have in mind those manufactured devices that take the form of all kinds of cards, chromos, paper weights, imitation postals, crackers and bank books. These are called "novelties." Of the making of advertising novelties there seems to be no end.

Often the aim of the manufacturer is to invent some deception that will "take" on account of its cleverness. But clever ideas are so rare nowadays that most of these schemes miss the mark. In fact, only one "novelty" out of ten hits the public fancy.

Last year these advertising devices all ran to imitation. The country was flooded with imitation postal cards. I have before me a savings bank book. It is No. 999, and has the name of the advertiser in place of the bank's name. Slyly peeping out from under the covers are the green ends of a bank bill and checks. Such a scheme would amuse the children, but not grown-up people.

Then there are all kinds of imitation keys "to wealth," "to prosperity," etc., keys to unlock Mr. So-and-So's door. On the same plan are brass-colored imitation baggage checks. On one side, we read "H. & Co. R. R. to Prosperity, 1892—Claim Check"; on the other side, the advertiser's name, business, etc.

There are a number of advertising novelties made of celluloid, aluminum, etc. Some of these are extremely attractive, others are for the waste-paper basket. Some are useful, others are useless. Most of us have gathered quite a collection of these novelties. Thus lying before me on my desk is a clock, a calendar, a paper-weight, a paper cutter, a pen-holder, a cigarette case, a match safe, a card case, an ink eraser, a blotting pad—all got up in the finest style.

Now, it is boldly claimed that these neat schemes pay better than the ordinary newspaper advertising. Is that so? The argument is that "novelties," in the true sense of the word, *i. e.*, original and clever devices, catch or arrest the attention of people, and that is, of course, one of the chief points for an advertiser to consider.

I know a certain manufacturer and dealer in "advertising novelties," who takes the lead, making ingenious arti-

cles, pushing them all along the line, having his agents soliciting the big advertisers all over the country. He tells me that, in some notable instances, he has succeeded in changing the former methods of firms and business houses, by having them put thousands of dollars in his novelties instead of in printers' ink. That is all right from his point of view.

Some novelties, I admit, make very good advertisements. But it does not follow that, because a thing is novel or attractive, it will make as good advertisement for your store and your trade as a newspaper. Far from it; so much depends upon the special class you cater to, and upon the kind of demand for your articles.

I know of two cases in point. One is that of a patent medicine concern. Last year the company put several thousand dollars in a quaint novelty, expecting that it would attract the attention and patronage of mothers. In one way the advertisement brought abundant "returns," namely, in requests for the novelty, not for the medicine. There were ten postal card calls for the "novelty," where one order came for the goods. The novelty may be said to have had a certain value as a medium, but that is all.

The second case is of a rubber company that wanted to introduce a new kind of article. The manager was quite delighted with the scheme. It was both ornamental and useful, and great things were expected of it. The novelty was slightly expensive, and an accurate account was kept of the place where it had been sent. After looking over the orders at the end of the year, the company wondered why they did not get better returns.

The retail merchant in small cities or towns will often find an advertising novelty of some business advantage. It will show enterprise; it will keep his name before the public. The chief thing is to have a novelty with some feature which shall save it from destruction or the waste-basket. Then, if it get a place in the home, with families, your name becomes after awhile "a household word."

Finally, it seems to me, advertising novelties and printers' ink must go hand in hand. The practical advertiser will try both forms of advertising; and the one that brings him the most business will get his money in return.

# Our Country Home.

Put It on Your List.

Circulation

Guaranteed over

**100,000**

OR NO PAY.

USE IT NOW.

Write for rates, sample copies, etc., to

**A. L. FENTON,**

Advertising Manager,

Room 63 World Bldg.,

NEW YORK CITY.

or any reliable advertising agent.

# BUSINESS



COPYRIGHT  
1916

The business eye we catch,  
With neatness and dispatch;  
You can scour the earth  
For all you're worth,  
Our ads you cannot match.  
We catch the business eye  
There's a first-rate reason why;  
Our ads strike right  
The eye that's bright,  
They're ads for swearing by.  
An eye for business have you?  
If so, the thing to do  
Is our ads to take;  
And the money that you'll make  
Will prove our statements true.

**PICTORIAL LEAGUE,**

Tribune Building, . . . New York City.

Our firm name is being imitated. Be careful  
about the address.

## They Offer

No premiums, no prizes; but  
have a circulation obtained  
on their merits alone—hence  
its value—

**Dayton, O.,**

**Morning Times**

**Evening News**

**Weekly Times-News—**

**14,000 Daily**

**4,500 Weekly—**

They are the leading papers—  
Morning, Evening & Weekly  
—in a prosperous city of 70,000.

For rates address

**H. D. LaCOSTE,**  
38 Park Row,  
New York.



THE  
**KINDERGARTEN  
NEWS**

SEND FOR A SAMPLE COPY  
ONLY 25 CENTS A YEAR

THE HOPE OF THE FUTURE LIES IN THE CHILDREN

—A—  
**POPULAR MAGAZINE**

FOR EVERYONE INTERESTED IN CHILD LIFE.

IT ADVOCATES THE FREE KINDERGARTEN

AS A PHILANTHROPY AND AS THE FOUNDATION OF THE PUBLIC SCHOOL SYSTEM.

IT TELLS WHAT THE KINDERGARTEN DOES FOR CHILDREN AND WHY YOU SHOULD BE INTERESTED.

IF ? { You Wish to Learn of the Kindergarten,  
Want to Start a Kindergarten, or  
Keep in Touch with the Movement—  
**READ THE NEWS.**

Prevention, not Reform—The Kindergarten, not  
the Prison—Is True Philanthropy.

The Kindergarten News, Buffalo, N. Y.

**To Those Who Don't Know:**

I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. **E. A. WHEATLEY,**  
Chicago, Ill.

No. 3.

**Some Particulars.**

In the last two numbers of **PRINTERS' INK** we have told you something about the

**NATIONAL REPORTERS FOR ADVERTISING.**

Here are some particulars, showing how each **REPORTER** has its own field and work.

The names and field of the ten **NATIONAL REPORTERS** are as follows:

**The FEDERAL REPORTER,**  
reporting the United States Circuit and District Courts.

**The SUPREME COURT REPORTER,**  
reporting the Supreme Court of the United States. (Published about 30 weeks per year.)

**The NORTHEASTERN REPORTER,**  
reporting the New York Court of Appeals, and the Supreme Courts of Massachusetts, Ohio, Indiana and Illinois.

**The NORTHWESTERN REPORTER,**  
reporting Michigan, Wisconsin, Minnesota, Iowa, Nebraska, North Dakota and South Dakota.

**The ATLANTIC REPORTER,**  
reporting Maine, New Hampshire, Vermont, Rhode Island, Connecticut, New Jersey, Pennsylvania, Delaware and Maryland.

**The PACIFIC REPORTER,**  
reporting California, Oregon, Kansas, Colorado, Nevada, Montana, Wyoming, Arizona, Washington, Utah, New Mexico and Idaho.

**The SOUTHWESTERN REPORTER,**  
reporting Kentucky, Tennessee, Arkansas, Missouri and Texas.

**The SOUTHEASTERN REPORTER,**  
reporting Virginia, West Virginia, North Carolina, South Carolina and Georgia.

**The SOUTHERN REPORTER,**  
reporting Florida, Alabama, Mississippi and Louisiana.

**The "NEW YORK SUPPLEMENT,"**  
reporting decisions of New York Courts, other than those of last resort.

An advertisement goes into all **TEN** of the **REPORTERS**, including the whole 30,000 guaranteed weekly circulation.

Here are some samples of rates:

1 inch, 1 time, \$6.00 (this is 60c. per Reporter 1)  
1 inch 1 year, \$125.00 (this is \$12.50 per Reporter, or 24c. per Reporter per week 1)  
4 inches (¼ page), 1 time, \$19.00 (this is \$1.90 per Reporter 1)  
4 inches (¼ page), 1 year, \$410.00 (this is \$41.00 per Reporter 1)  
1 page, 1 time, \$60.00.  
1 page, 1 year, \$1,500.00 (this is \$150.00 per Reporter.)

There is a mutual interest, yours and ours, in this. Study it up.

**S. C. WILLIAMS,**  
Advertising Manager,  
42 Tribune Building, N. Y.

**WEST PUBLISHING CO.,**  
St. Paul, Minn., Publishers.

**Depend on Allen's Lists**

all the year round, and your confidence will not be misplaced. They never fail to give results at all seasons, and we can refer with pleasure to the large number of thoroughly satisfied patrons and the strong words of commendation that we are constantly receiving from them.

Office of

**ROBERT H. INGERSOLL & BRO.,**  
Manufacturers of Metal Specialties,  
Printing Outfits, Etc.,  
No. 65 Cortlandt St., New York.  
May 12, 1892.

(Dictated by C. H. I.)

**E. C. Allen & Co., Augusta, Me.**

DEAR SIRS:

You will shortly receive through our agent an order for our motor ad., of which we have to-day mailed you an electro.

In looking over our records to-day we have discovered that the returns from your Lists are much larger than we supposed, and as it would undoubtedly be of interest to you we give you the benefit of this information.

We find that on a certain number of recent insertions of an advertisement, costing us about \$160.00, we have received, in direct traced returns, \$238.00. This, of course, leaves out of consideration a considerable number of untraceable results, so that we consider this the same of profitable advertising. In fact, we are not doing any other advertising that approaches this as an investment.

We have, on one or two occasions, been doubtful as to the profitability of some of the ads. we had run in your Lists, but reference to our records show that in every case it was a result of being too previous in computing results, as we find with your Lists, the returns are steady and continuous, and full returns do not come in for several months.

We feel justified in saying that in no instance have we done any advertising with you which has not turned out profitably, and a large proportion of it has paid as well as in the instance mentioned above.

We have a list of about ninety other papers, including most of the best and largest, and we find that nearly 16 of our entire orders come from your Lists.

Yours respectfully,

(Signed), **R. H. INGERSOLL & BRO.****E. C. ALLEN & CO.,**

Proprietors of Allen's Lists,

Augusta, Maine.

**HOME-MAKER** MAGAZINE; new management, the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new **HOME-MAKER** and advertising rates. 44 E. 14th St., N. Y.

## SEWING MACHINE

Trade is a small but good field.  
Men are seeking side lines.  
TIMES reaches and covers the field.

# The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address  
HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

### Testimonial of E. T. HAZELTINE, Proprietor of "Piso's Cure" and "Piso's Remedy."

CHICAGO NEWSPAPER UNION:

We have advertised in your lists for many years. This shows what we think of their value. It may be stated positively that there is no better way to reach the people in the places where your papers circulate. Respectfully yours, E. T. HAZELTINE.

For Catalogue of **THE CHICAGO NEWSPAPER UNION** address

93 So. Jefferson St., CHICAGO, ILL., or 10 Spruce St., NEW YORK.

## THE SPLENDID FOURTH OF JULY NUMBER

OF

## THE NEW YORK LEDGER,

With Beautiful Illuminated Cover, and containing the commencement of a new serial story by Colonel THOMAS W. KNOX, the well-known author and traveller, entitled "Siberian Exiles," and much patriotic and historical matter, will go to press on Saturday, June 11th. Orders and Copy should be sent at once to secure insertion, as the space is limited. The edition will be very largely increased, but advertising rates are as usual. Address  
EDWARD F. CONE, Advertising Manager,  
Cor. Spruce and William Streets, New York City.

## "Catalogue Making"

is the title of a timely and instructive article in *THE ENGRAVER AND PRINTER* of Boston. The article is handsomely illustrated with plates from representative catalogues.

## The Engraver and Printer

is a monthly magazine of Progress and Illustration. \$2.00 a year.

*The Best Printed Magazine in the World.*

Send 10 two-cent stamps for a specimen copy.

**THE ENGRAVER AND PRINTER, 84 Summer St., Boston, Mass.**

# Two Ways to Advertise.

The go-as-you-please, expensive, do-it-yourself way; and the systematic, orderly, economical way—thro' an agency.

You probably know something about the first. Interesting particulars concerning the latter may be had of

**THE ROBINSON-BAKER  
ADVERTISING BUREAU,  
107, Pulitzer Building,  
NEW YORK.**

# AD-SMITHS.

|                                     |  |
|-------------------------------------|--|
| <b>NEWSPAPER MEN . . . . .</b>      | } Are getting . . . . .<br>FINE . . . . .<br>Goods for . . . . .<br>PREMIUM USE .<br>FROM US. . . . .<br>Send for . . . . .<br><i>Illustrated Catalogue.</i> |
| <b>SEED GROWERS . . . . .</b>       |  |
| <b>COFFEE ROASTERS. . . . .</b>     |  |
| <b>SOAP MAKERS . . . . .</b>        |  |
| <b>SPICE GRINDERS. . . . .</b>      |  |
| <b>BAKING POWDER MANUFACTURERS.</b> | <b>NET PRICES<br/>ARE IN IT.</b>   |

**EMPIRE PUB. CO., 146-148 Worth St., N. Y.**

# Keystone List.

FOR A CHECK WITH ORDER FOR \$20.00,

**10 Lines** will be inserted **4 weeks**  
in the **ENTIRE LIST** of **150 Weekly Papers.**

OFFER HOLDS GOOD UNTIL AUGUST 1ST.

*List will be mailed.*

**B. L. CRANS, 10 Spruce Street, New York.**

## Southwestern Presbyterian, NEW ORLEANS.

### Mind You :

*Southwestern*—That refers to the States of our Union.  
*Presbyterian*—That infers wealth and intelligence of a community.

### Circulation :

The item above shows you where, and gives you the class, our patrons are; and must be considered. Newspapers in the South do not have circulations complimentary to the territory they cover, in comparison to the North. Thus, we have a large circulation in each of the six Southwestern Synods, comprising the States of Alabama, Florida, Tennessee, Mississippi, Louisiana and Texas; the total number of communicants in this field is over 54,000, yet our circulation, weekly, is scarcely one-tenth of this. But we are growing constantly, by hard pushing.

### Prices :

Our advertising rates have not been raised since we had a circulation of 3,000, while the price of yearly subscription has been reduced from \$3 to \$2.

### Age :

Established in 1869, we are well known and have the respect of those to whom we are known. Owned by the Synod of Mississippi, and published under the supervision of a Board of Trustees of eminent divines and elders, the paper commands increased respect over that any private enterprise would.

### Wanted :

Reputable advertising is desired and all honorable advertising agents will give terms; or we will deal with our patrons direct. In either instance we strive to make the business you give us pay you.

### Location :

Published in NEW ORLEANS, La., the metropolis of the South, we have waked up the past year or two and are pressing forward. Thirteen Presbyterian churches in New Orleans with over 3,000 members; we see them all every week, with a city circulation of nearly 1,000, but our main circulation is beyond New Orleans, as shown.

# ADVERTISERS

Who wish to reach the  
BEST CLASS OF  
LADY BUYERS

*SHOULD USE*

# HARPER'S BAZAR.

For rates apply to

HARPER & BROTHERS,

NEW YORK.

---

## To Educational Institutions :

Do you intend advertising your school this year ?

There is a section of the country you cannot afford to leave out of your calculation—the wealthy city of New Orleans and the rich territory tributary to it.

And you will need a medium to reach the *best people* of this territory—that medium is THE NEW DELTA, the leading daily of New Orleans. Be sure that it is on your list. Reduced rates on school advertisements.

THE NEW DELTA,  
New Orleans, La.

**4 GOOD  
MEDIUMS.  
TRY THEM.**



**4 FIELDS  
COVERED  
BY THEM.**

## AMERICAN FARMER,

SPRINGFIELD, O., and CLEVELAND, O.

National circulation, 50,000 copies monthly. 16 pages. Special July edition, 70,000. Rates reasonable.

## WOMANKIND.

General circulation, 20,000 copies monthly. 16 pages. Succeeds WOMAN'S NEWS and WOMAN AND HOME; established 1878.

## THE REPUBLIC.

Weekly; circulation, 4,800. Largest in size, influence and circulation. Oldest paper in Clark County, Ohio. Established 1817.

## DAILY REPUBLIC TIMES.

Every day but Sunday. Circulation, 4,300. 8 pages. Full telegraph news, gilt-edged, reliable. Only 10 cents a week. It reaches all classes. The people's paper.

THE HOSTERMAN PUBLISHING CO., Publishers, Springfield, Ohio.

**4 GOOD  
MEDIUMS.  
TRY THEM.**



**4 FIELDS  
COVERED  
BY THEM.**

## "The Man in Charge"

is the man to see, and no business can be done if he is not communicated with, by personal solicitation or by circular.

A list of General Advertisers, which gives the names of the men to see, the place of business, and class of goods he represents, would be a valuable thing to the publisher and solicitor. This is a good description of the list of general advertisers now running in **ART IN ADVERTISING**, beginning with the April number. It is arranged by States, so that a man traveling for "business" can see at a glance the workable towns in his vicinity.

**Six Months' Subscription, including List, 200 pages of good reading matter and many bright illustrations. 50 cents.**

**A SPECIAL OFFER TO "PRINTERS' INK" READERS.**—A copy of our book, "The Best Types to Use," giving the latest and best styles of type for use in advertisements, with the technical name of each, so you can instruct your printer intelligently, and a year's subscription to **ART IN ADVERTISING**, a magazine for advertisers and publishers, \$1.00.

**ART IN ADVERTISING CO.,**

80 FIFTH AVE., N. Y. CITY.

# THE AMERICAN MAIL AND EXPORT JOURNAL

ESTABLISHED  
1877.

The Pioneer, Only Independent and Best Export Journal.

PUBLISHED MONTHLY, IN TWO GREAT EDITIONS  
AND LANGUAGES—ENGLISH AND SPANISH.

HOWARD LOCKWOOD & CO.,  
PUBLISHERS.

Guaranteed Circulation,  
120,000 per annum, in  
equal monthly issues Combined  
advertising rates for both papers.

126 & 128  
DUANE ST.,  
NEW YORK.



## EL CORREO Y AMERICANO

DIARIO DE EXPORTACION



## Ripans Tabules CURE HEADACHE

Act like magic on the vital  
organs; tone up the liver, re-  
store the complexion, bring  
back the bloom of health  
and the appetite of youth.

*Six bottles for 75 cents.  
Twenty-four for Two Dollars.  
Sample bottle 15 cents.*

**ALL DRUGGISTS.**

# A. Double Play

## Fair Rates and Sure Returns.

The  
Favorite  
Paper of  
the Local  
Advertiser

NEWSPAPERS, like individuals, vary in character, and are often swayed by local surroundings or conditions. By placing an advertisement in the

## St. Paul News

you hit two heads with one stone. While local rivalry exists between St. Paul and Minneapolis—twin sister cities—there is quite a local business between both places, and the Minneite merchants patronize the NEWS to a marked degree.

THE NEWS is a rattling Western paper, enjoying a fine home patronage and circulation, and also circulates largely in Minneapolis, whose citizens wish to keep themselves posted as to what their rival city is doing locally. This not only makes it agreeable for THE NEWS, but profitable to its advertisers. By advertising in THE ST. PAUL NEWS you make a

### Double Play,

and score in two of the finest, most enterprising, manufacturing cities on the Upper Mississippi. It is the land of lumber and wheat, and if you wish to see your way "out of the woods," use the columns of THE NEWS, and you will find that it is BETTER than "wheat."

**S. C. BECKWITH,**

SOLE AGENT FOREIGN ADVERTISING,  
509 "The Rookery," Chicago. 48 Tribune Building, New York.

It is the  
Local  
Family  
Paper of  
St. Paul.



## Last Week

On pages 680 and 681 in Printers' Ink were printed sworn tabulated statements of the Circulation of the Daily and Weekly

# SEATTLE TELEGRAPH

*The Newspaper of Washington.*

## This Week

Attention is called to the character, influence and the field of THE TELEGRAPH. Its editorial ability and management has made it the leading newspaper of the State, both in influence and circulation.

It is the local business man's paper for news, for in it he gets all the dispatches of the United Press Association, thus enabling him to scan the world's news at the breakfast table.

It is the local advertiser's paper, for he knows it reaches all classes, and is sure it will reach the particular class he desires to reach.

It is for sale at 124 established agencies in Washington, Oregon, California and British Columbia.

Seattle, the "Queen City" of the North Pacific, is the commercial metropolis of the State of Washington, *controlling the trade of Puget Sound.*

Old patrons know the value of THE TELEGRAPH as an advertising medium. New ones should hasten to acquaint themselves with it.

For advertising rates and further particulars communicate with or call on

**S. C. BECKWITH,**

SOLE AGENT FOR FOREIGN ADVERTISING,

CHICAGO, 509 "The Rookery,"

48 Tribune Building, NEW YORK.



Average Weekly Circulation for APRIL, 1892:

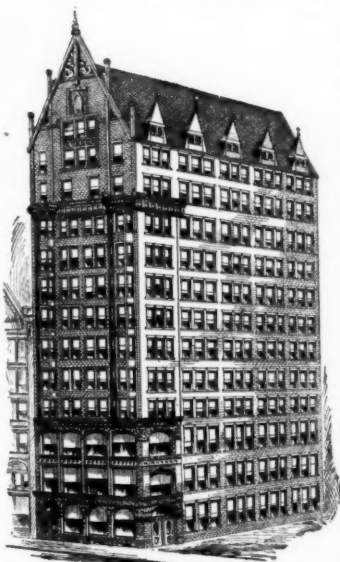
**403,800** COPIES WEEKLY.

Average Weekly Circulation for Jan., Feb. and March, 1892:

**403,548** COPIES WEEKLY.

**BOYCE'S LIST  
of Big Weeklies**

**The Saturday Blade.  
The Chicago Ledger.  
The Chicago World.**



W. D. BOYCE BUILDING,  
CHICAGO, ILL.

*From the Chicago Evening Journal.*

The phenomenal success which has attended W. D. Boyce's venture in the field of weekly journalism is to find expression in one of the most artistic and substantial structures which adorn Chicago's streets. The *Journal* publishes herewith a cut of the Boyce building, which is now being built at 112-114 Dearborn street, corner of Calhoun place. The building will be twelve stories high to the gable, with two stories in the gable. It will have light on three sides. The outside walls will be exclusively of plain and ornamental terra cotta; the inside finish will be of mahogany, marble, mirrors, metal and mosaics. The elevators will be electric, as, of course, will be the lighting. Mr. Boyce will occupy five entire floors, and the others will be fitted up especially for newspaper correspondents, representatives of the press and advertising agencies. The Chas. Fuller Advertising Agency have leased a whole floor, and A. Frank Richardson, a corner suite of three large rooms already. The building will be kept open and elevators run day, all night and Sunday; it will never be closed. The building will cost \$300,000.

I was the first publisher to **PROVE** Circulation. I am the only publisher that discontinues any contract at any time at pro rata rate. I was the first publisher to have a straight rate; no discount for time or space. **BLADE**, \$1.00 per line; **LEDGER**, 50 cents per line; **WORLD**, 30 cents per line. The three papers, \$1.60 per line. Space direct or through the agencies.

**W. D. BOYCE, Chicago, Ill.**

# WILSON'S Raven Black.

For Bookwork and  
Fine Commercial Printing

**Does Not Skin**

—◆—  
Printers appreciate what  
a saving this means.

—◆—  
**Can be exposed a week or more  
without injury.**

Does not harden on rollers.  
Does not dry on the disc.  
Free flowing in fountain.

**Does Not Offset !!  
Is Brilliant !!**

There is no waste. Every speck of it  
can be used. Sample Package, **1 lb.,  
One Dollar.** Delivered free of express  
charges. Address (enclosing price)

**W. D. Wilson Printing Ink Co.**  
(Limited)

**10 Spruce St., NEW YORK.**

# FORT WORTH

TEXAS is a great State, and Fort Worth is its most progressive and important city. It is the greatest Railroad Center in the South, trains entering and departing at all points of the compass. It is the Chicago of the South, and to-day has more miles of graded and macadamized streets, more miles of electric street railways, more miles of sewers, water mains and gas pipes than any city of its size in America. The

# GAZETTE

IS a clean-cut, straight-out Texan newspaper, and enjoys the best facilities for rapid and far-reaching delivery throughout the State. At home or abroad THE GAZETTE is THE paper for the business man, the domestic circle, or the wayfarer. It is the ONLY daily that circulates in the Great Pan Handle Country, Northwest Texas and Western Texas, on days of issue, or at all to any extent. It has a large and increasing

# CIRCULATION

10,000  
Daily.

12,000  
Sunday.

18,000  
Weekly.

**S. C. BECKWITH,**

Sole Agent for

Foreign Advertising,

509 "The Rookery," CHICAGO.

48 Tribune Building, NEW YORK.

# Home Circulation.

---

## THE NEW HAVEN NEWS

The Family Paper

—OF—

SOUTHERN CONNECTICUT

---

LARGEST

DELIVERED

CIRCULATION

IN THE ENTIRE STATE.

---

# The New Haven News,

Every Day Except Sunday.

---

*Conservative. Clean. Independent.*

## Chapter Nine.

---

# THE CHICAGO Daily Globe.

---

(See last week.)

---

## L' Envoi.

THE CHICAGO DAILY and SUNDAY GLOBE is the only Democratic paper in Chicago.

It is ably manned in its news and editorial departments.

It has all the money behind it that it needs.

There are 650,000 Democrats in Chicago.

**THE GLOBE only reaches 40,000  
every day and 56,000 on Sunday.**

Give it time and it will reach all of them.

It enjoys an advertising patronage exceeded by only one newspaper among all Chicago's many and notable newspapers.

It ranks third in circulation, and close on the leaders.

Its advertising rates are only 15c. a line.

**See that you have it when  
you make your next contract.**

Ask your agent, or address

**FRANK S. GRAY,  
GENERAL EASTERN AGENT,  
No. 12 Tribune Building, New York.**

# Minneapolis

## AND

# Saint Paul

Possess the finest system of street cars in the world—all electric and cable. There are 200 full-time cars in Minneapolis, 150 in St. Paul.

The twin cities of the great Northwest are wonderful examples of American enterprise and energy, and that Minneapolis should be chosen for the great

### National Convention

in June evidences the fact that the whole country are aware of their importance.

## CARLETON & KISSAM

control all the advertising in the lines of both cities. The con-

Normal Weekly Traffic  
about 1,000,000.

vention occurs in June, and space can be arranged for by wire from any of our offices.

## Carleton & Kissam

458 & 460 Temple Court, Minneapolis.  
721 Manhattan Building, St. Paul.

Also Boston, New York, Chicago, Cincinnati, Providence, Newark, Rochester, Buffalo, Columbus, &c.

# 4 BIG ITEMS!



## THE PHILADELPHIA



Daily  
Sunday  
Weekly  
Sporting



# ITEM



DAILY AVERAGE,

## 181,000

Largest Circulation in  
PHILADELPHIA,

AND

Largest of Any  
Evening Paper  
in  
THE WORLD!

\* \* \* \* The  
ITEM is this year credited  
with the **Highest Rating** in  
Rowell's Directory. Sworn  
proof of circulation on which  
this rating is based is on file in  
the office of the Directory. If you  
are interested in advertising, it will  
pay you to write to or call on - -



### S. C. BECKWITH,

Sole Agent Foreign Advertising.

48 TRIBUNE BUILDING,  
NEW YORK.

509 "THE ROOKERY,"  
CHICAGO.



# I Tell You Facts Worth REMEMBERING.

## Minneapolis

is the leading manufacturing  
and commercial city of the  
Northwest.

## Minneapolis

is the largest lumber-producing city in the world.

## Minneapolis

manufactures more flour than any other city in  
the world.

## Minneapolis

is the largest primary wheat market in the world.  
*And it is a fact that*

# THE MINNEAPOLIS TIMES

(Daily and Sunday)

Is the leading Morning and the only Democratic paper in a city  
of 200,000 population, and which circulates in 1400 cities and  
towns from Lake Michigan to the Pacific.

**S. C. BECKWITH,**

SOLE AGENT FOREIGN ADVERTISING.

509 "THE ROOKERY,"  
CHICAGO.

48 TRIBUNE BUILDING,  
NEW YORK.

FRANK L. THRESHER, Publisher.

# The Plain Truth Tells.



In 1880 Cleveland had 160,000 people, and in 1890, 261,000. The same rate of increase would make it now over 300,000—rivaling Cincinnati in size. So, in numbers,

## Cleveland Is all right.

# The Character And Wealth

Of the people of any city cuts a good figure. Are they Hungarians or illiterate lazzaroni, or Chinamen—with no money, no marbles, and no chalk to make a ring with? If so, a million dollars spent in advertising would not induce sales enough to pay for the electrotpe.

But Cleveland is an American city, the metropolis of Northern Ohio, and has 47 millions in its savings banks. It controls the immense lake transportation, and is the centre of the iron ore, lumber and coal and oil trade for the great chain of lakes. To take a drive on the beautiful Euclid avenue, you would conclude a good many people in Cleveland had money besides Rockefeller.

# And What

Is the newspaper that goes to the homes of these 300 thousand thrifty American people every evening, and is read in a hundred prosperous villages for as many miles around? It is that live home journal, the

|                  |               |                |
|------------------|---------------|----------------|
| <b>Cleveland</b> | <b>36,037</b> | <b>Sunday,</b> |
| <b>World,</b>    | <b>Daily,</b> | <b>22,504</b>  |

It's a good circulation, and it's a clean and clever, bright and breezy Republican newspaper—just the kind "the governor" tucks in his pocket to take home, and the ladies watch the carrier for. Sunday edition 24 pages, and only 2 cents. Think of it!

I would like to show you who is advertising in this live newspaper.



# The Plain Truth Tells.

**S. C. BECKWITH,**

48 Tribune Building, New York.

SOLE AGENT  
FOREIGN ADVERTISING.

509 "The Rookery," Chicago.

## There's a Report In Circulation

To help advertisers largely on the Pacific Coast. This report has spread around so rapidly and extensively that it not only covers the shores of the Pacific but also reaches far east. It is the

# San Francisco Report

with an average circulation of



Daily, - 45,000

Weekly, 6,000



You cannot expect to cover the Pacific Slope without its aid ; with it, that object is quickly attained. For rates and other particulars apply to

**A. FRANK RICHARDSON,**

Chicago.

EASTERN AGENT,

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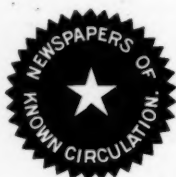
*"The glorious sun stays in its course  
And plays the alchemist."*

—SHAKESPEARE.

You're a little off, William, The glorious "Colorado Sun" does not stay in its course at all, but keeps booming steadily on. Yet it plays the alchemist to its advertisers by turning their investments into large profits, and that's where you are quite right, immortal bard.

## THE COLORADO SUN, Denver,

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**Daily Sun:**

12,275

**Sunday Sun:**

14,950



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